



# SMU Flat Rolled Market Trends Analysis

July 3-5, 2023, Market Survey Results

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**Where the steel community  
comes together.**

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**Michael Cowden**  
Chicago, Ill.  
**Managing Editor**



**David Schollaert**  
Pittsburgh, Pa.  
**Senior Analyst**



**Laura Miller**  
Erie, Pa.  
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**Becca Moczygemba**  
Houston, Texas  
**Reporter / Editor**



**Ethan Bernard**  
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**Lindsey Fox**  
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**Account Executive**

The SMU newsletter was developed for active buyers and sellers of flat-rolled steel.

**Prices | Momentum | Sentiment | Trends | Analysis**

For more information visit [www.steelmarketupdate.com](http://www.steelmarketupdate.com)

# SMU Flat Rolled Market Trends Analysis



Steel 101 Workshop 2012, Dearborn, Mich.

Our goal is to provide quality information to the flat-rolled steel industry.

Our survey is by invitation only to companies, mostly in the manufacturing or distribution industries, are asked to participate.

All responses are kept confidential and are never attributed to the individual or company responding.

To become a data provider, contact:  
[david@steelmarketupdate.com](mailto:david@steelmarketupdate.com)

# Upcoming Events



**SMU Steel Summit 2023**  
August 21-23, 2023 | Atlanta, Ga.  
*Georgia International Convention Center*



**35th Tampa Steel Conference 2024**  
January 28-30, 2024 | Tampa, Fla.  
*JW Marriott Tampa Water Street*

If you would like more information about any of our workshops and/or conferences, you may visit [steelmarketupdate.com/events](https://steelmarketupdate.com/events) or e-mail our team at [events@steelmarketupdate.com](mailto:events@steelmarketupdate.com)



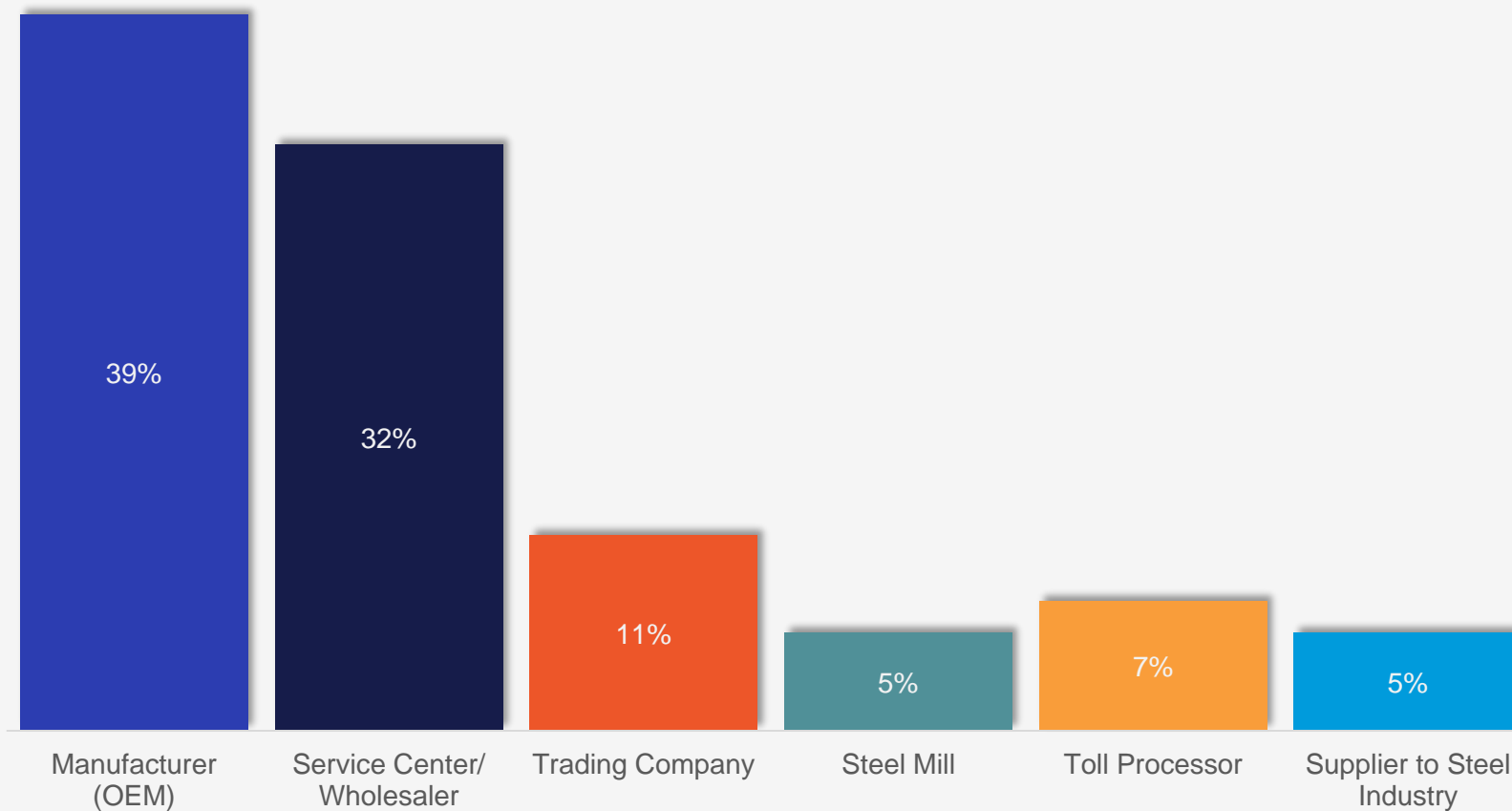
Don't just read our data,  
**see your company's  
experience reflected in it.**

Contact [info@steelmarketupdate.com](mailto:info@steelmarketupdate.com) for participation information.



# Survey Participants

Our survey is by invitation only. Over 900 companies, mostly in the manufacturing or distribution industries are asked to participate. Here are the percentages of participation in this week's survey by market sector.

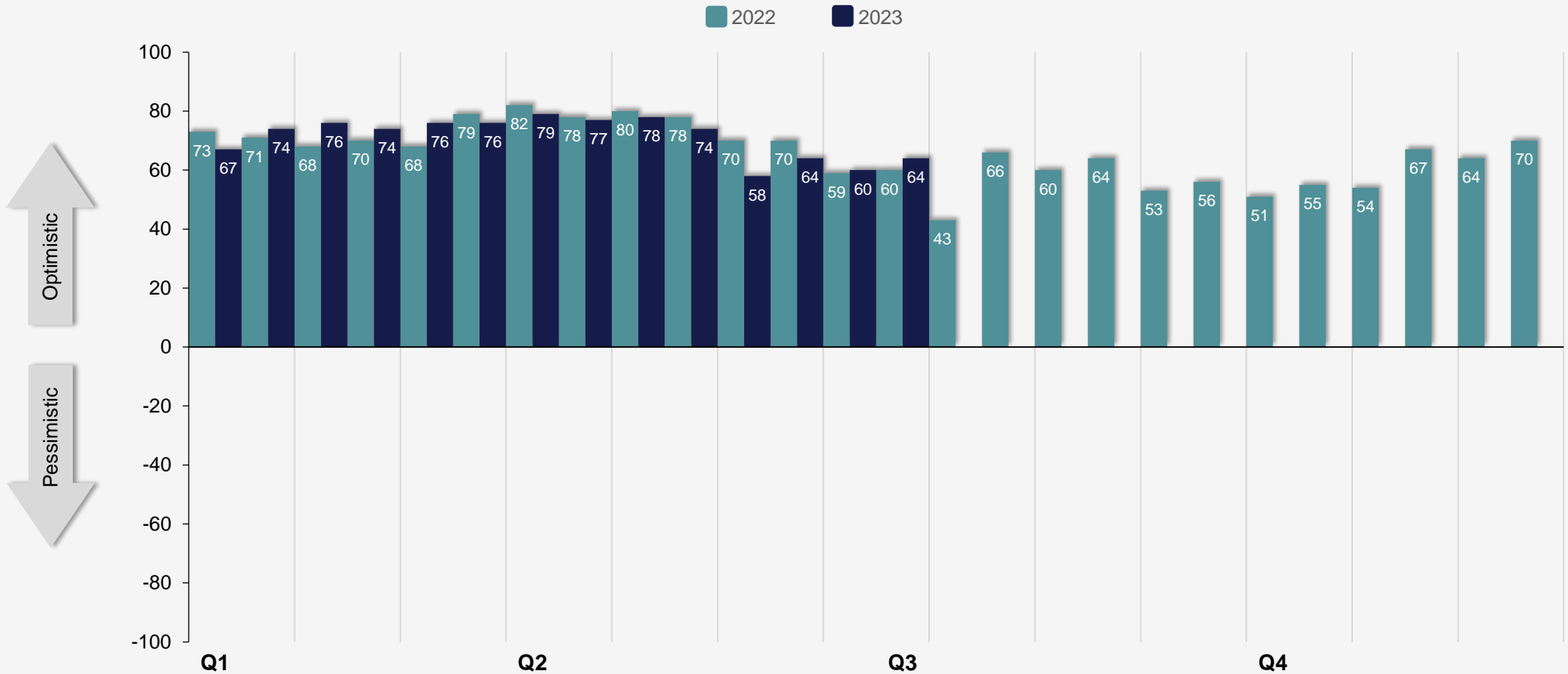




# Steel Buyers Sentiment

*Up 4 points to +64*

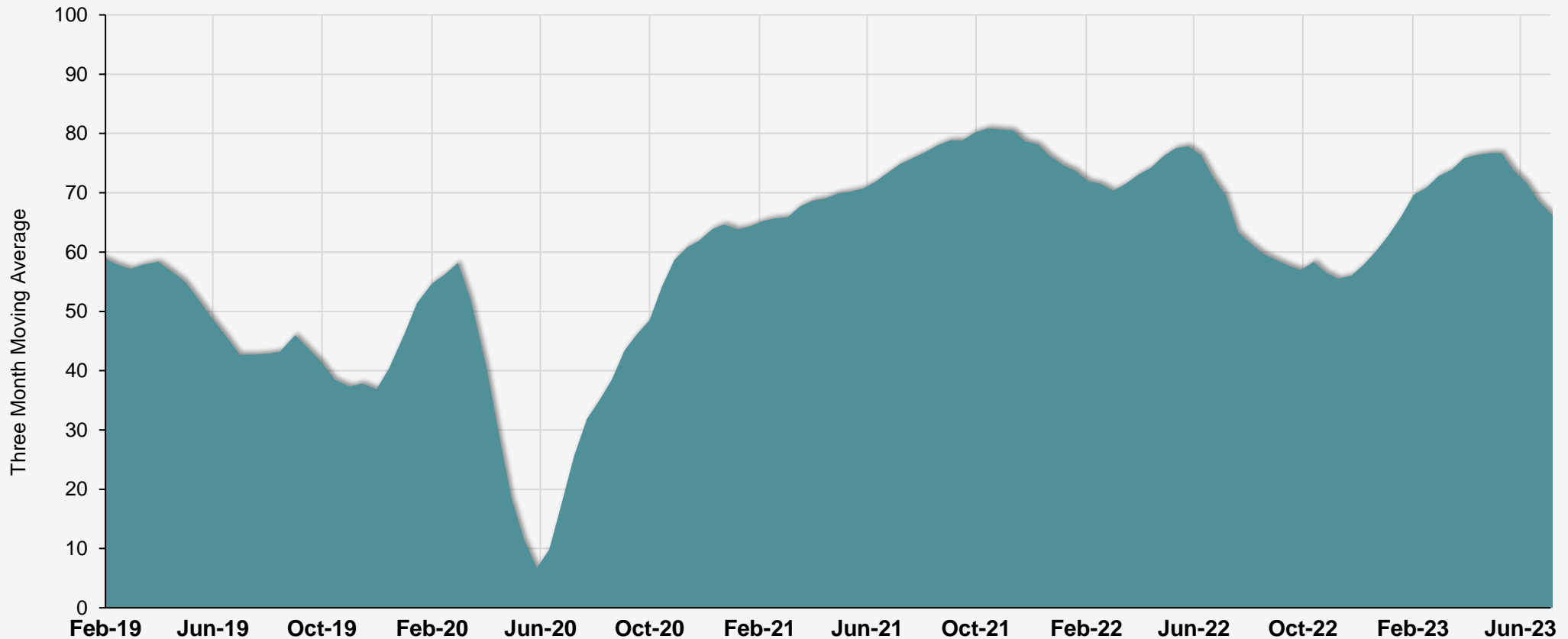
SMU's current steel buyers sentiment index, with data through July 5, 2023.



# Steel Buyers Sentiment

*Three Month Moving Average at +66.33*

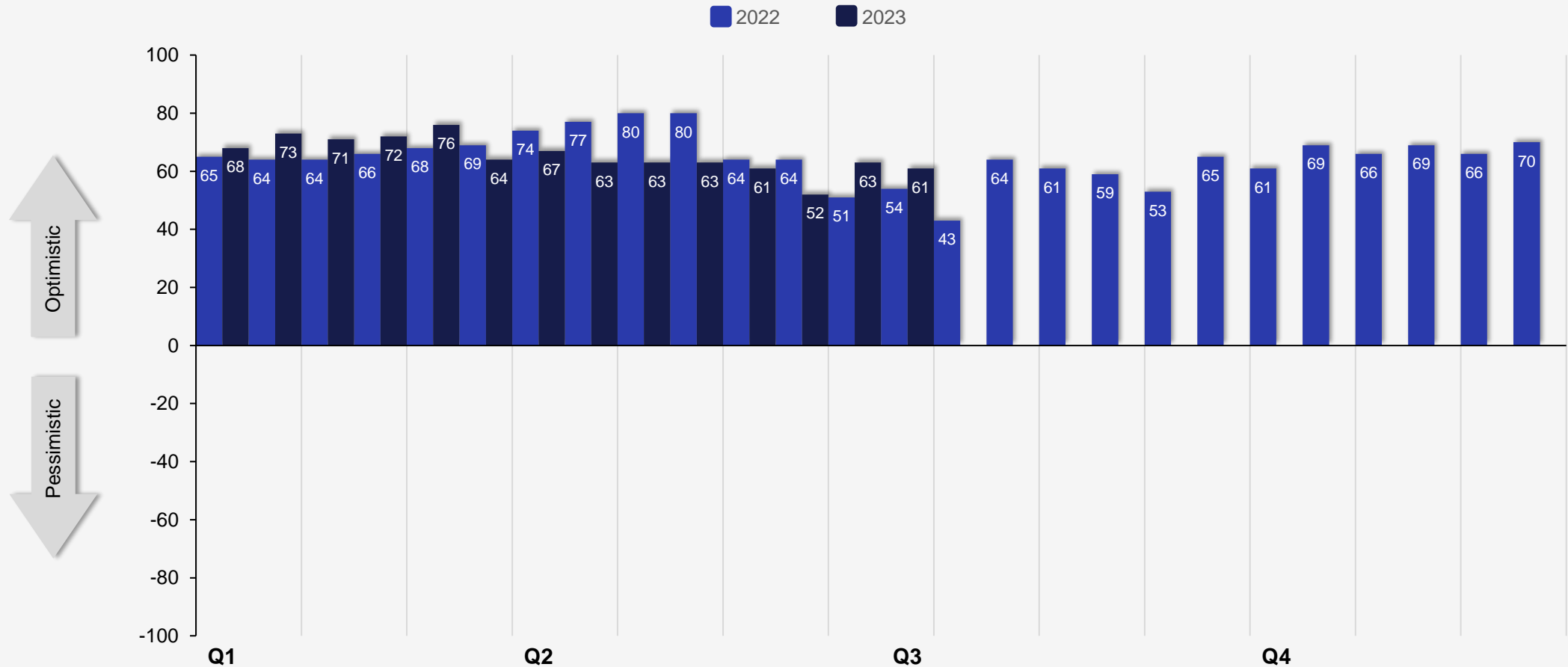
SMU's current 3MMA steel buyers sentiment index, with data through July 5, 2023.



# Steel Buyers Future Sentiment

*Down 2 points to +61*

SMU's future steel buyers sentiment index, with data through July 5, 2023.

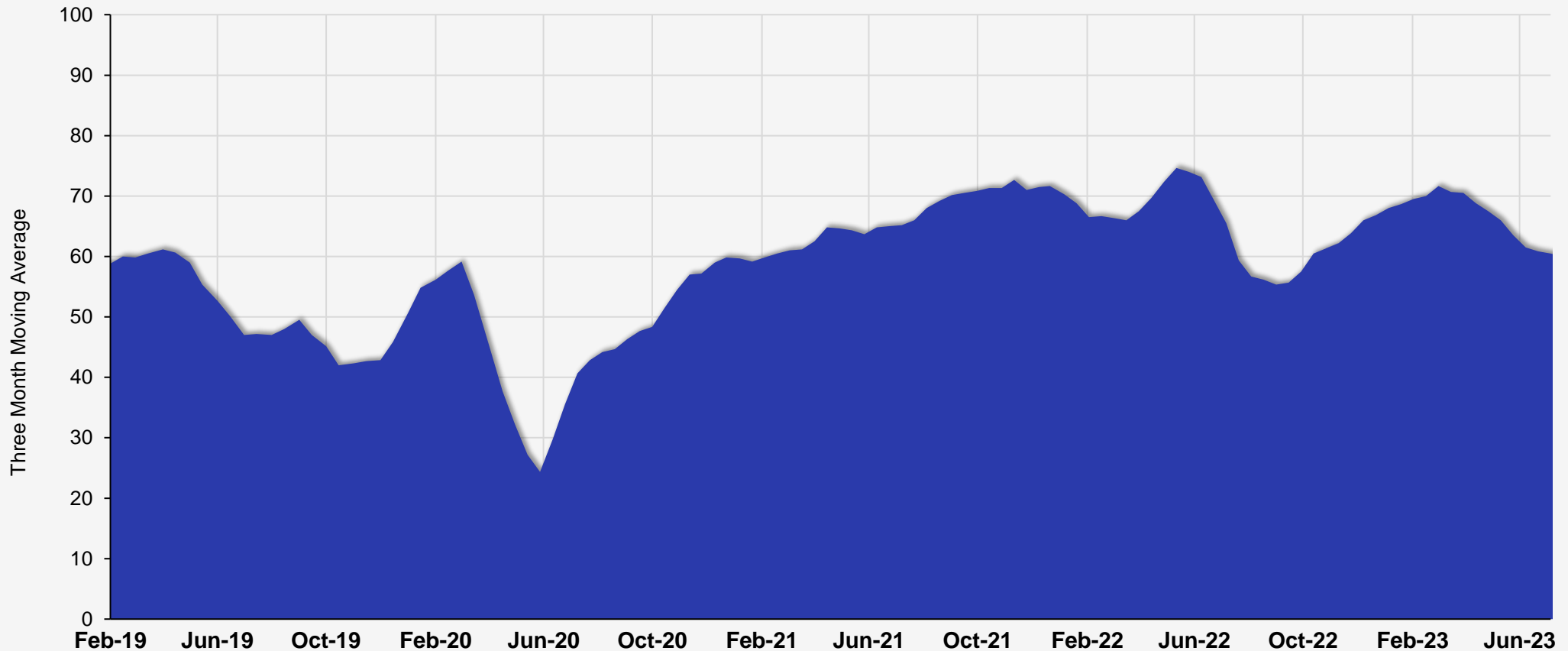




# Steel Buyers Future Sentiment

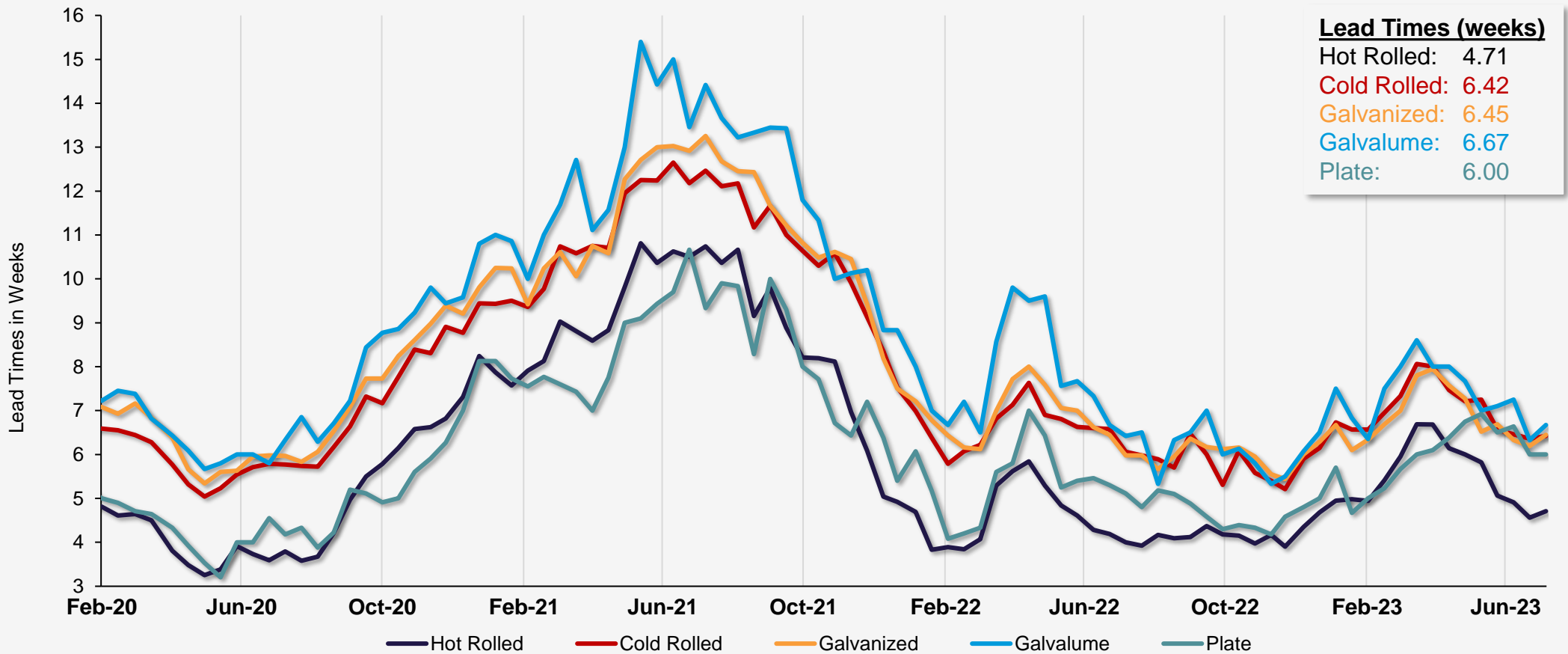
*Three Month Moving Average at +60.50*

SMU's future 3MMA steel buyers sentiment index, with data through July 5, 2023.



# Steel Mill Lead Times by Product

SMU lead times on new steel orders by product through July 5, 2023.

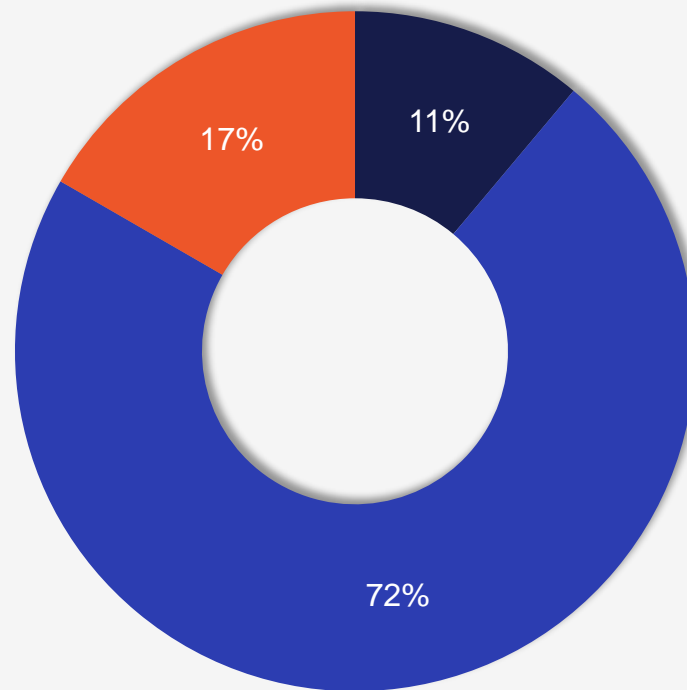


# Direction of Steel Mill Lead Times

Two months from now, will lead times be extending, flat, or contracting?

■ Extending   ■ Flat   ■ Contracting

July 5, 2023

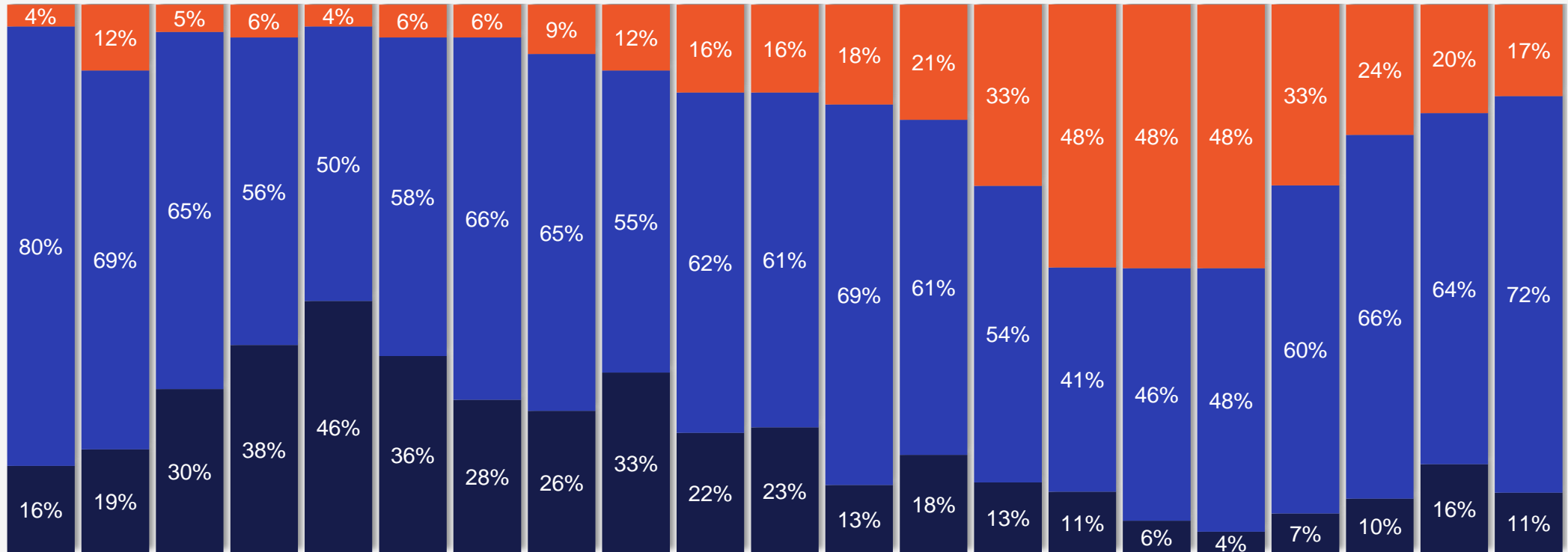


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■ Extending   
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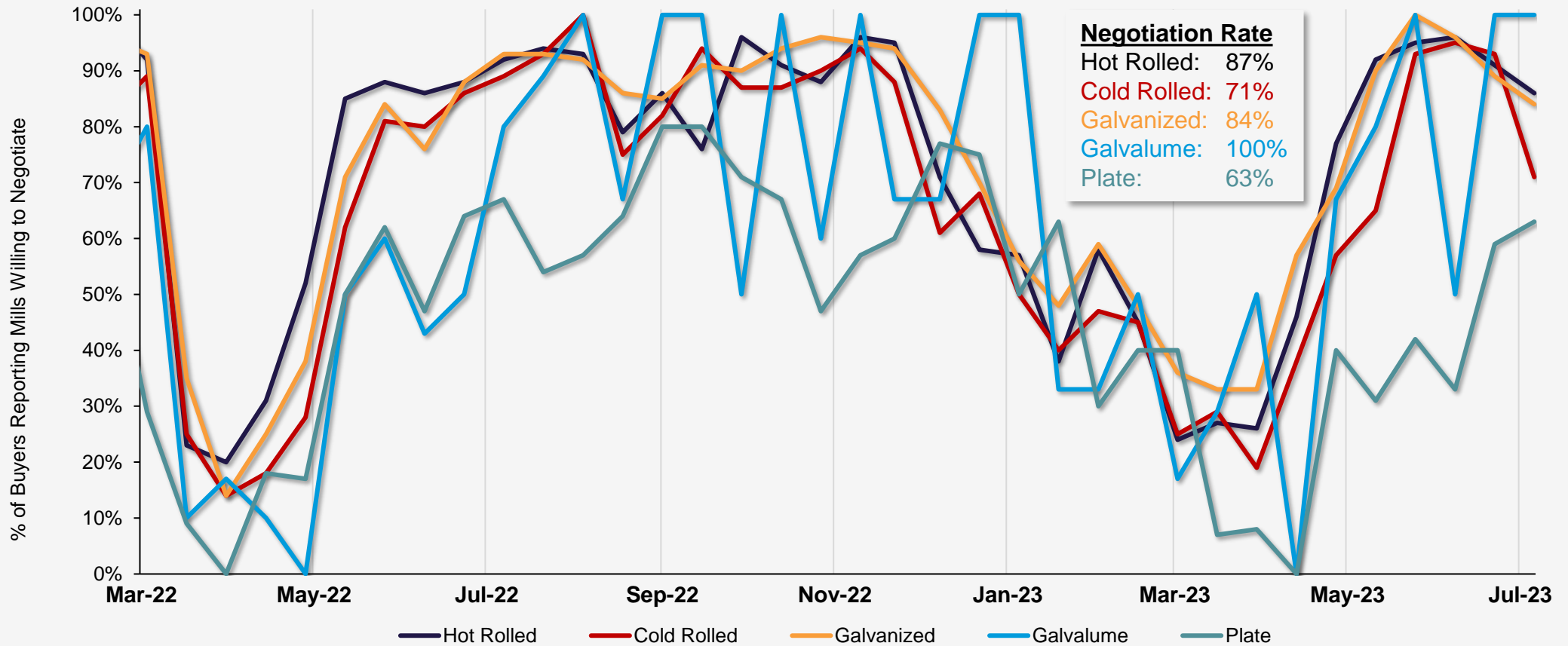
out of 100%



Sep 28 Oct 12 Oct 26 Nov 09 Nov 23 Dec 07 Dec 21 Jan 04 Jan 18 Feb 01 Feb 15 Mar 01 Mar 15 Mar 29 Apr 12 Apr 26 May 10 May 24 Jun 08 Jun 21 Jul 05

# Steel Mill Negotiations

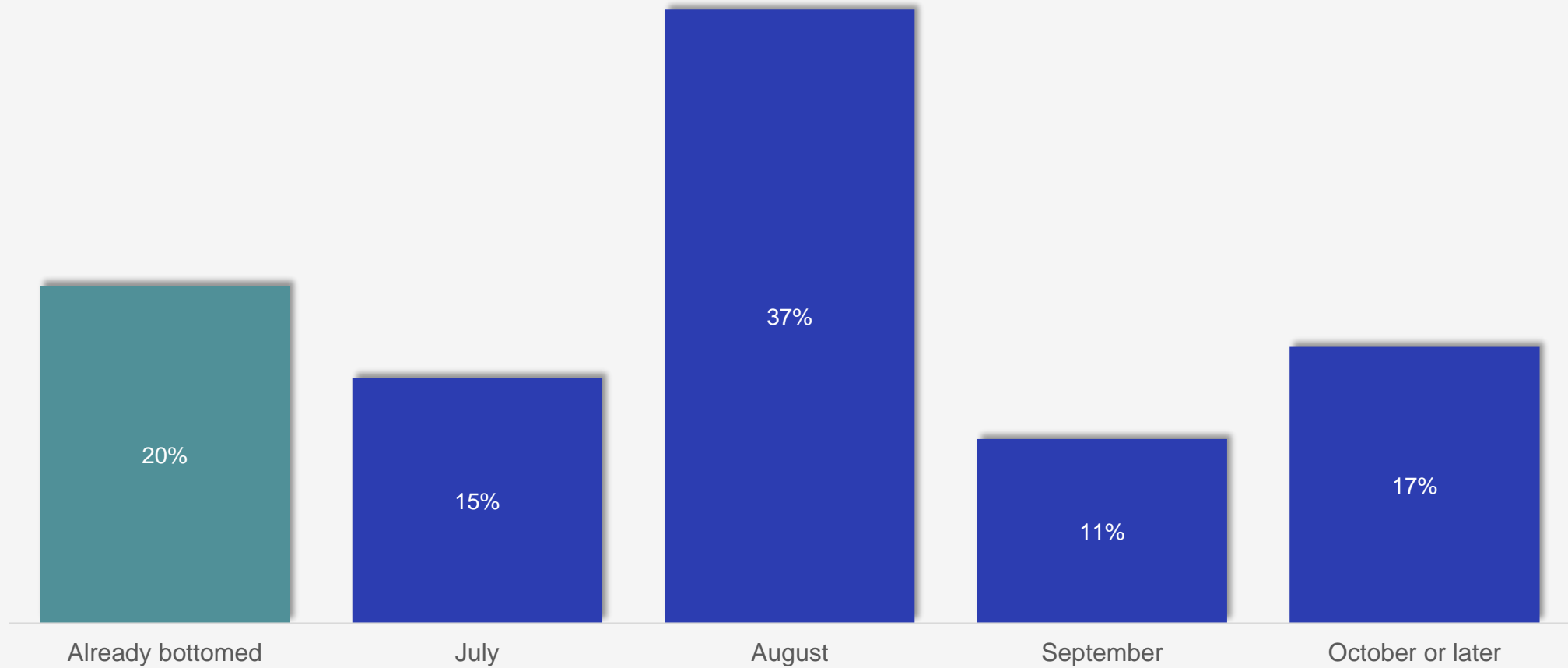
SMU's price negotiations on new steel orders by product through July 5, 2023.





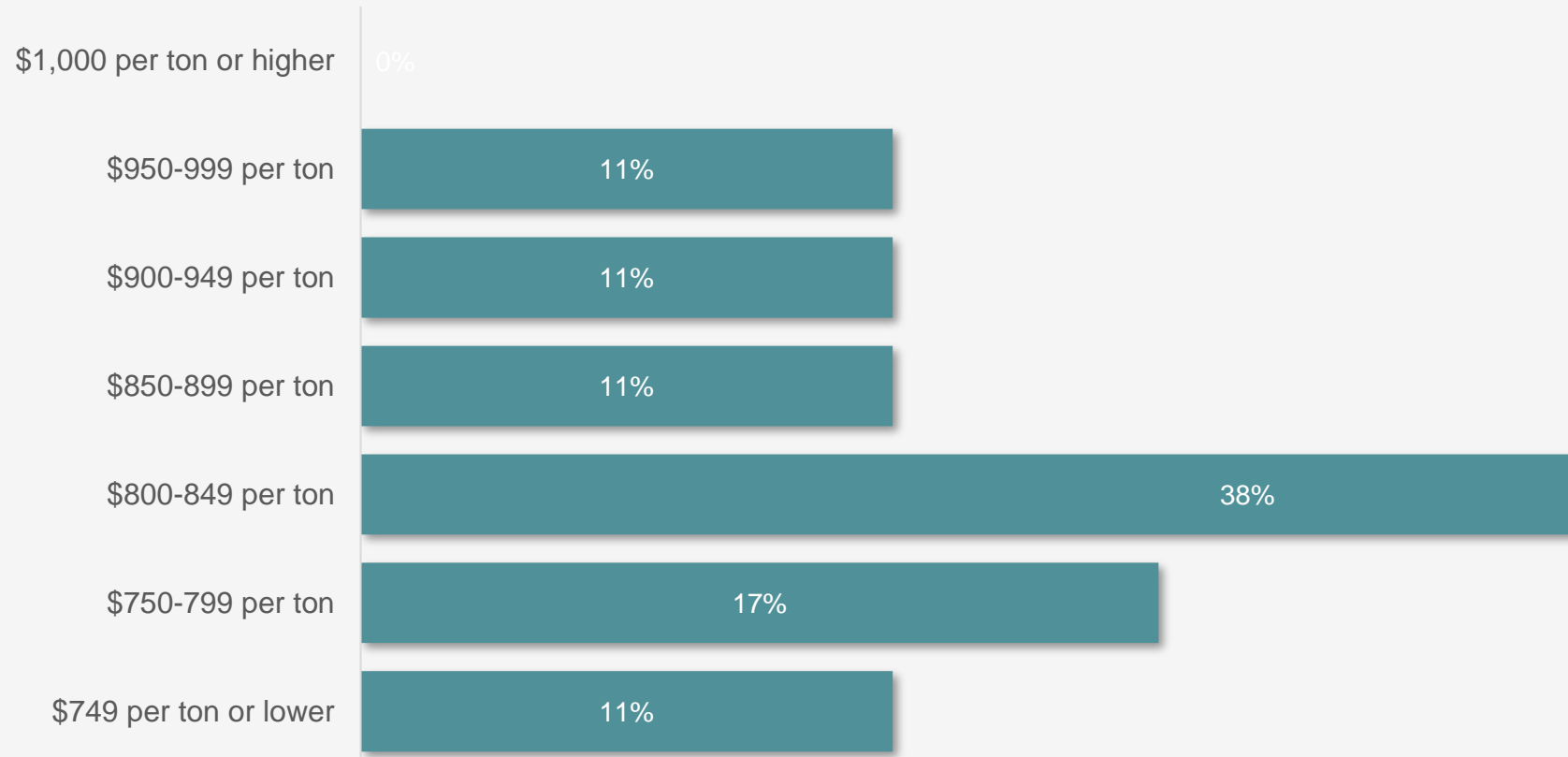
# Hot Rolled Inflection Point

When do you think steel prices will bottom?



# Future Hot Rolled Prices

Where do you think HRC prices will be in two months?

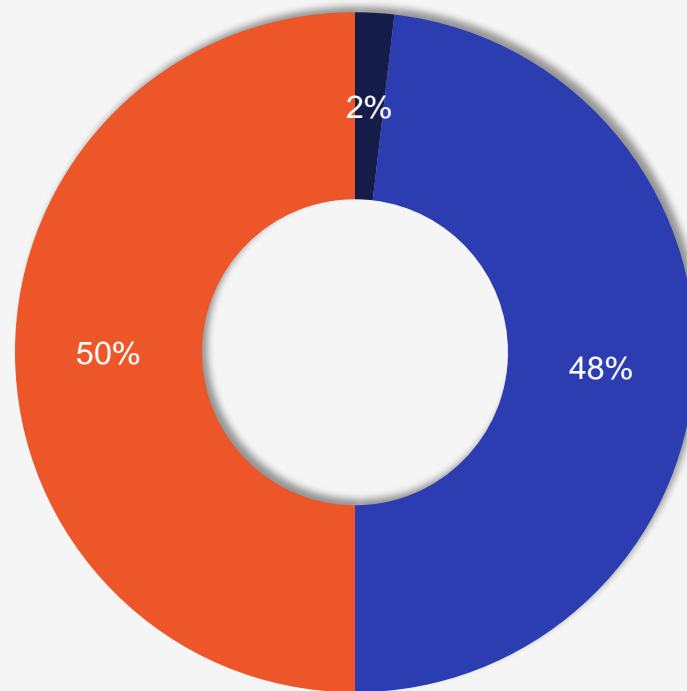


# July Scrap

Prime scrap prices in July will be:

■ Up   ■ Sideways   ■ Down

July 5, 2023

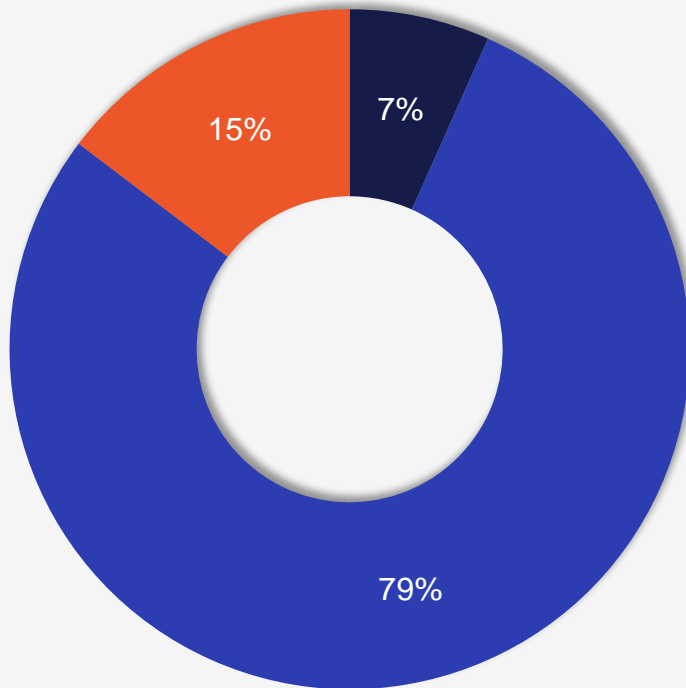


# Business Forecasts

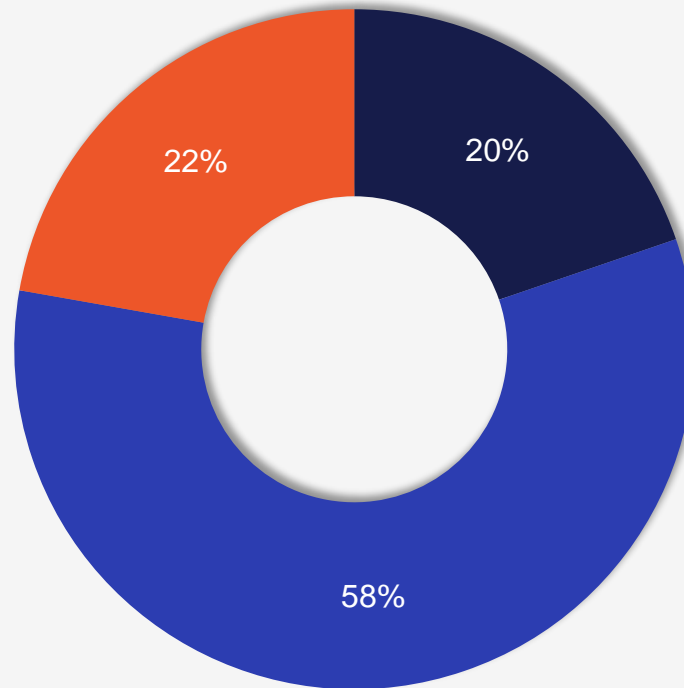
How will your company perform this month compared to your forecast?

■ We exceeded forecast    
 ■ We met forecast    
 ■ We did not meet forecast

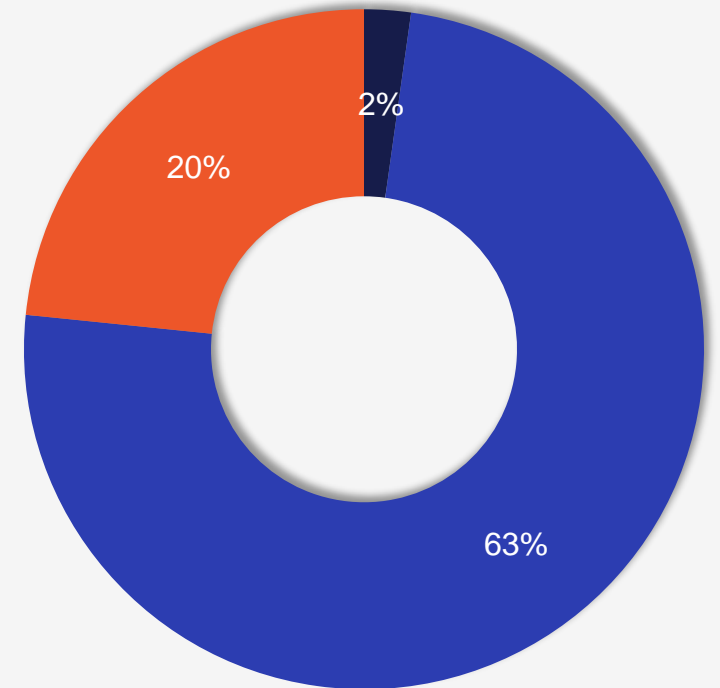
May 10, 2023



June 7, 2023



July 5, 2023

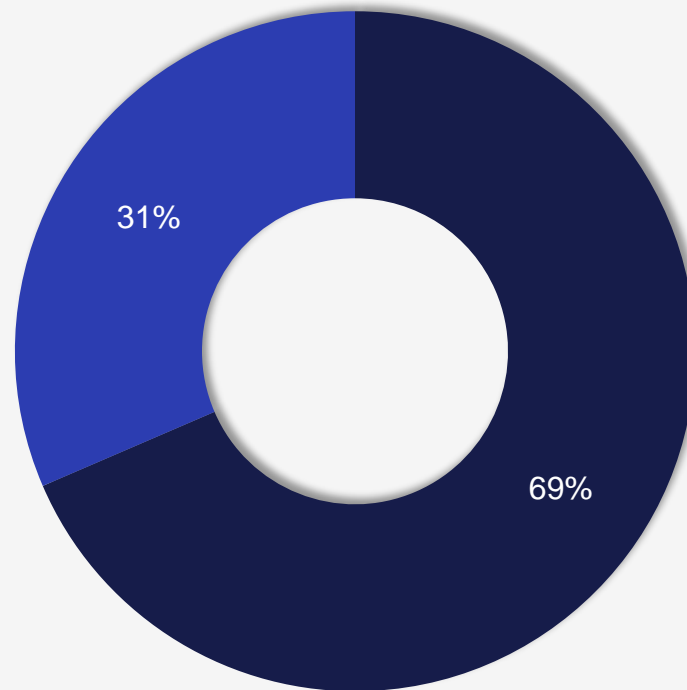


# Staying on the Sidelines?

Are you an active buyer or on the sidelines?

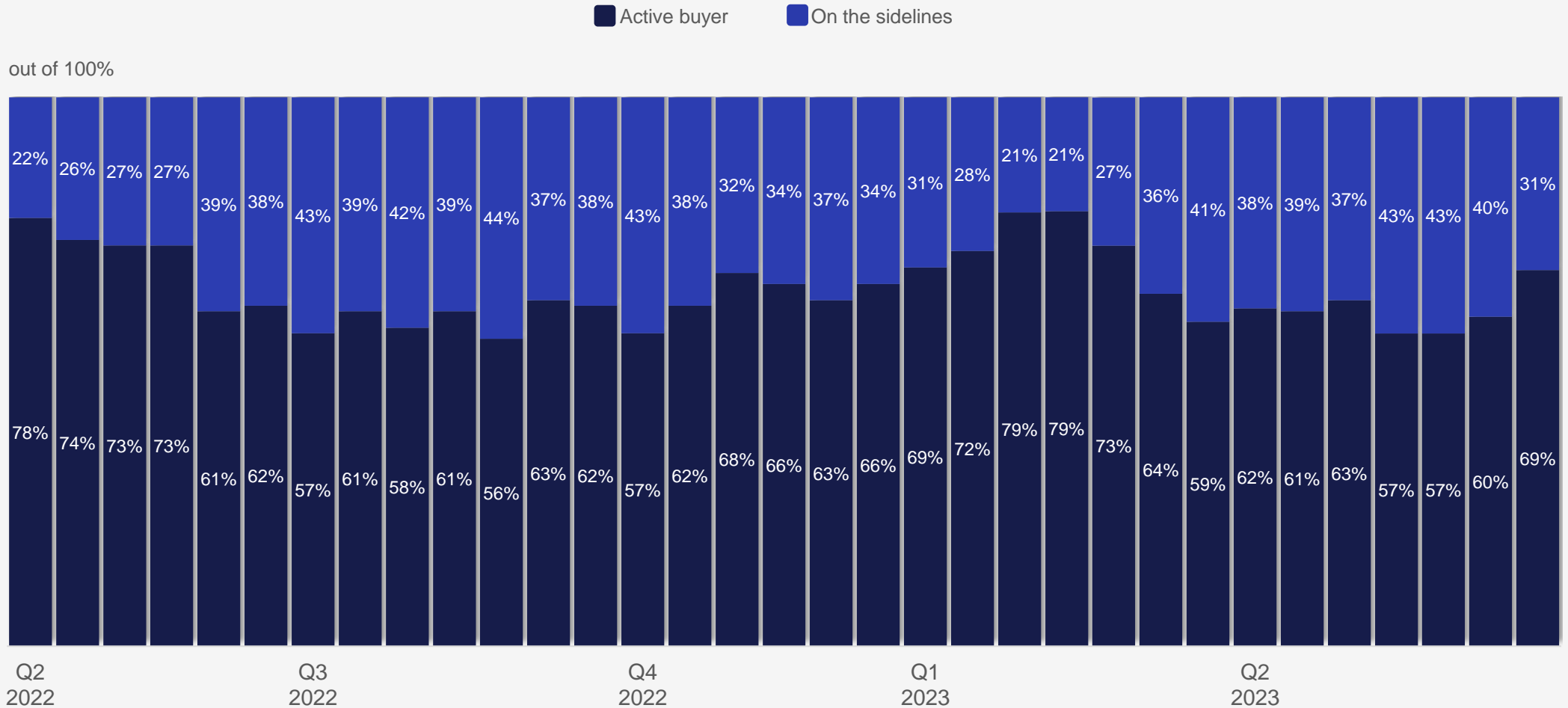
■ Active buyer   ■ On the sidelines

July 5, 2023



# Staying on the Sidelines?

Are you an active buyer or on the sidelines?

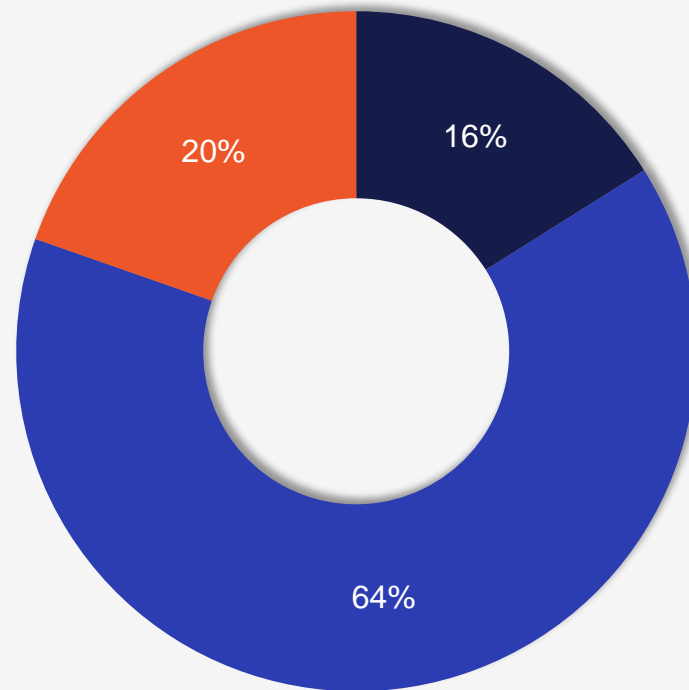


# Overall Demand

How is demand for your products?

■ Improving   ■ Stable   ■ Declining

July 5, 2023

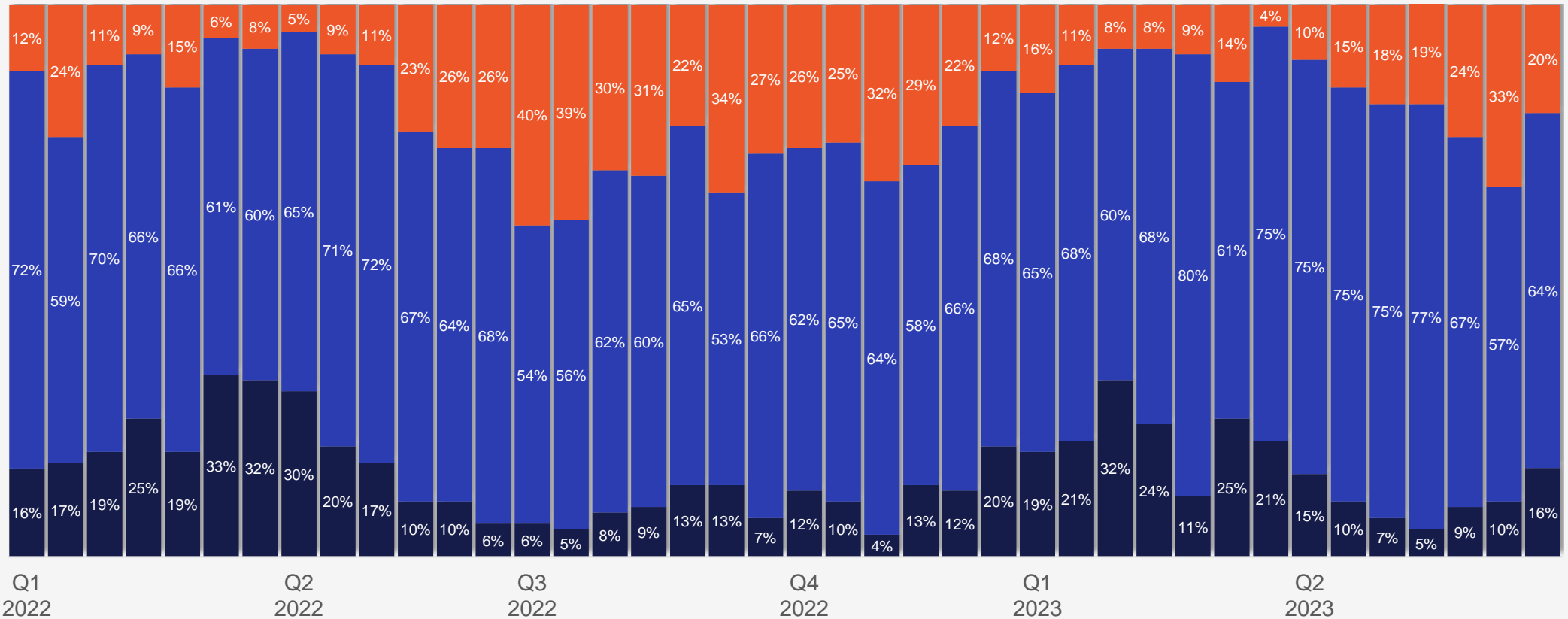


# Overall Demand History

How is demand for your products?

■ Improving 
 ■ Stable 
 ■ Declining

out of 100%





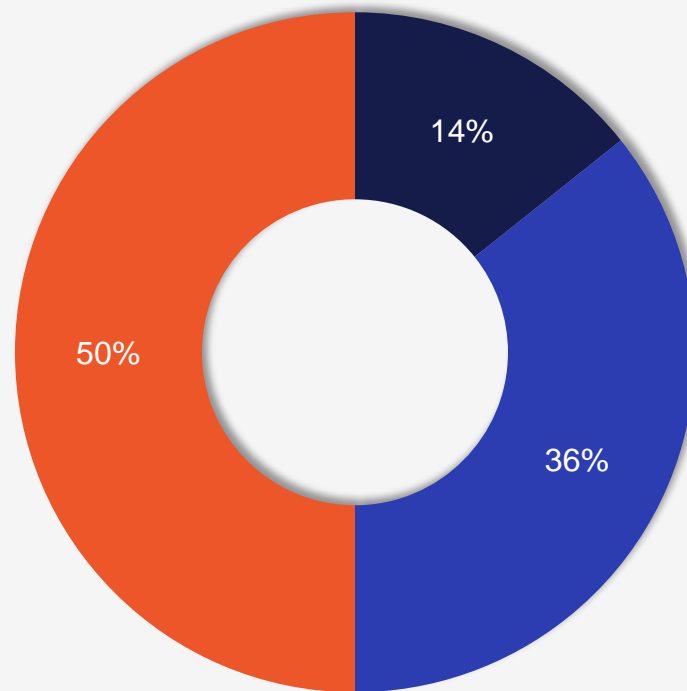
# Manufacturer Purchases

## Manufacturers

Is your company buying more, less, or the same amount of flat-rolled steel compared to one year ago?

More Same Less

July 5, 2023



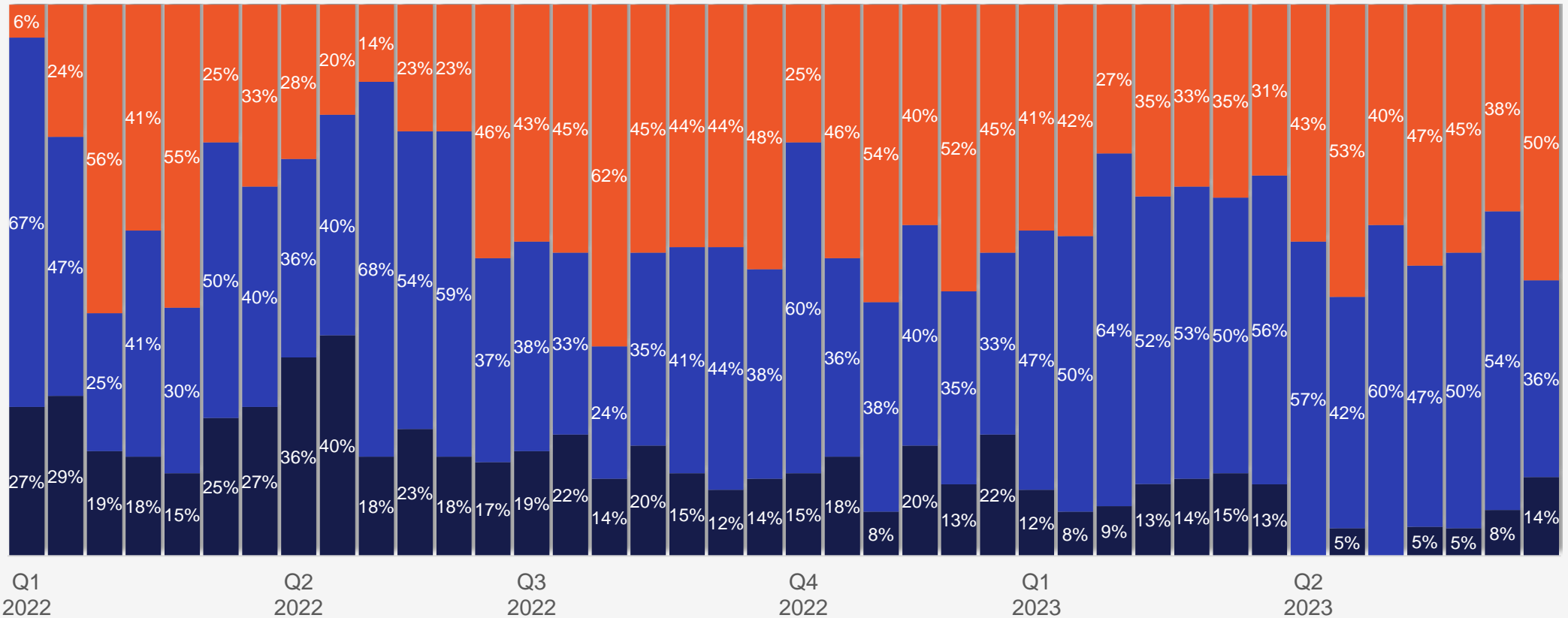
# History of Manufacturer Purchases

## Manufacturers

Is your company buying more, less, or the same amount of flat-rolled steel compared to one year ago?

More Same Less

out of 100%



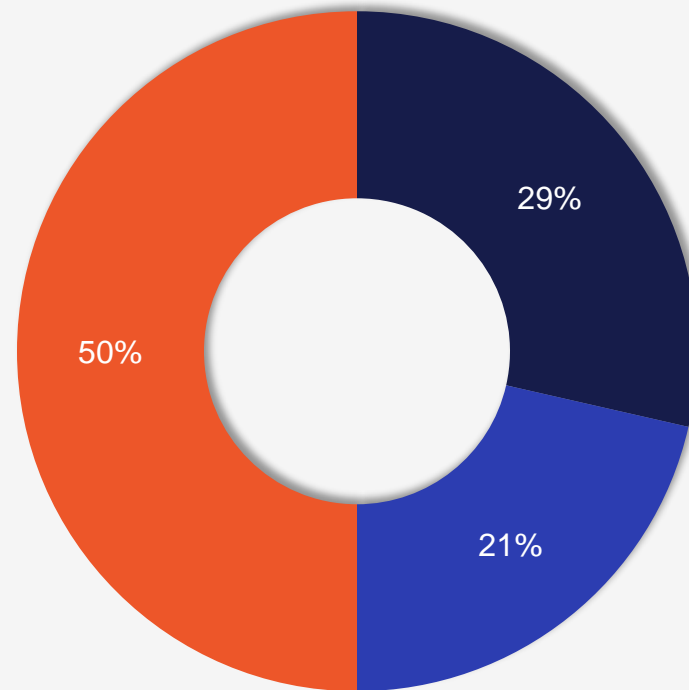
# Service Center Releases

## Service Centers

How do you see your customer releases (demand) for your products compared to one year ago?

■ Releasing more steel   ■ Releasing the same amount of steel   ■ Releasing less steel

July 5, 2023



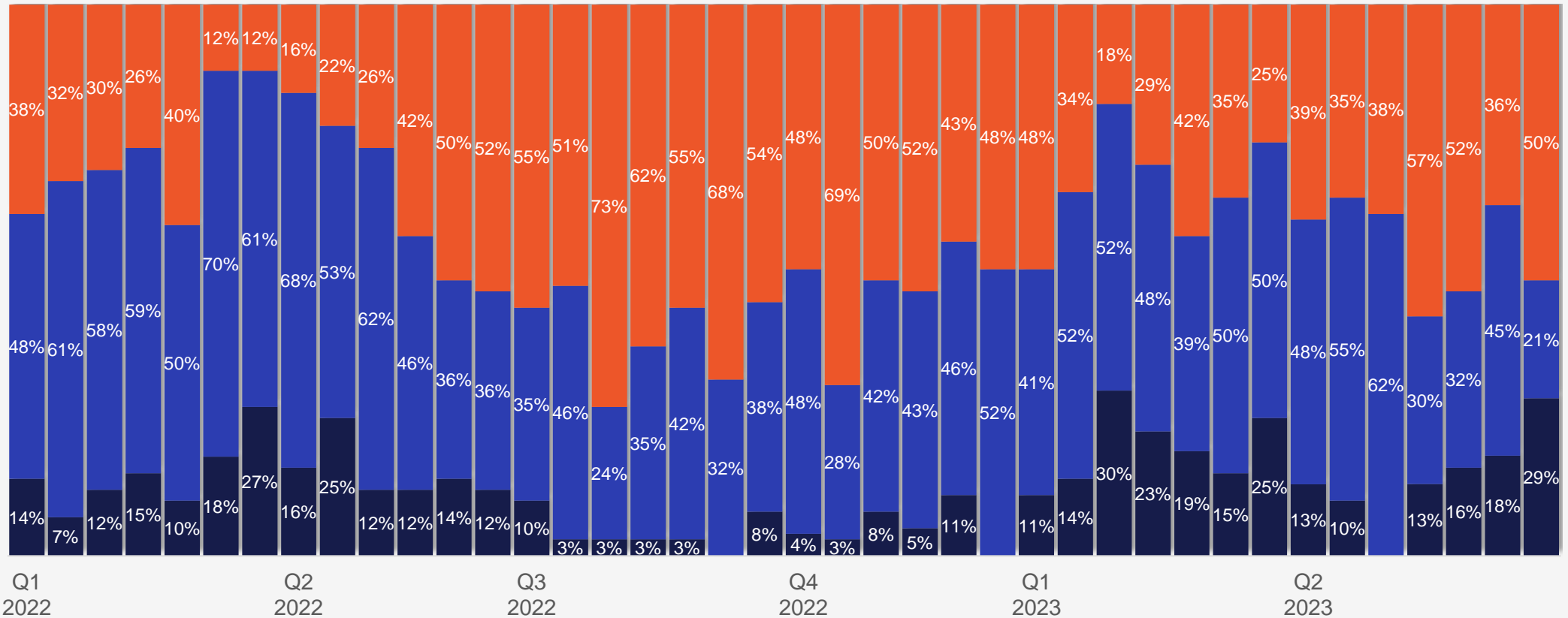
# Service Center Release History

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out of 100%



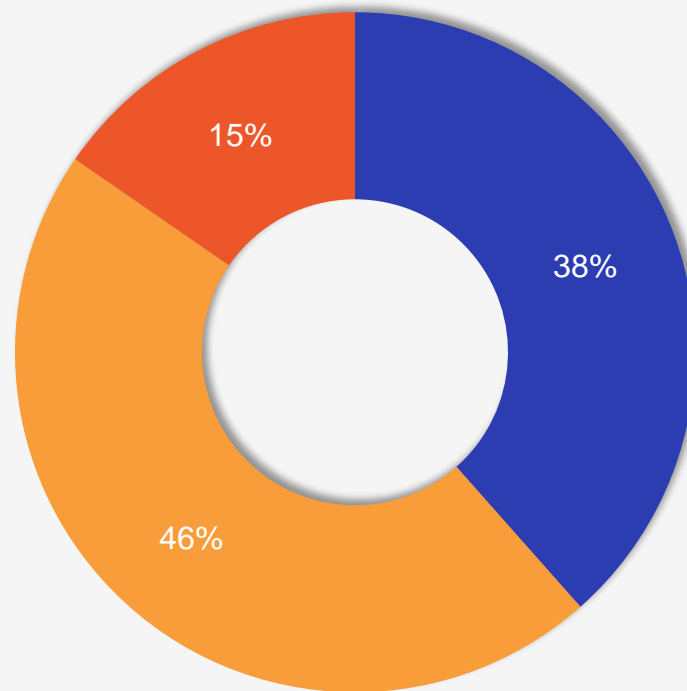
# Manufacturer Demand

## Manufacturers

Demand for your products will \_\_\_\_\_ over the next 3 months based on current order flows.

■ Increase substantially   ■ Increase marginally   ■ Remain the same   ■ Decline marginally   ■ Decline substantially

July 5, 2023



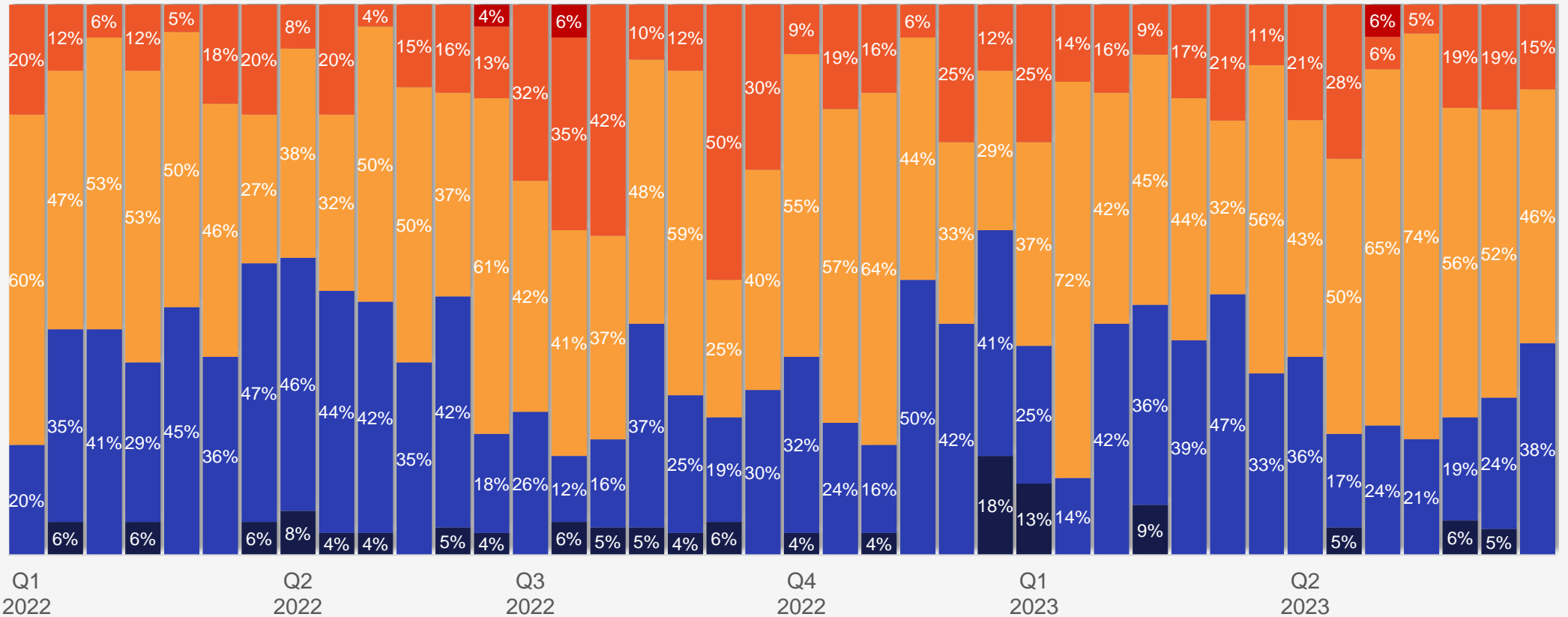
# Manufacturer Demand History

## Manufacturers

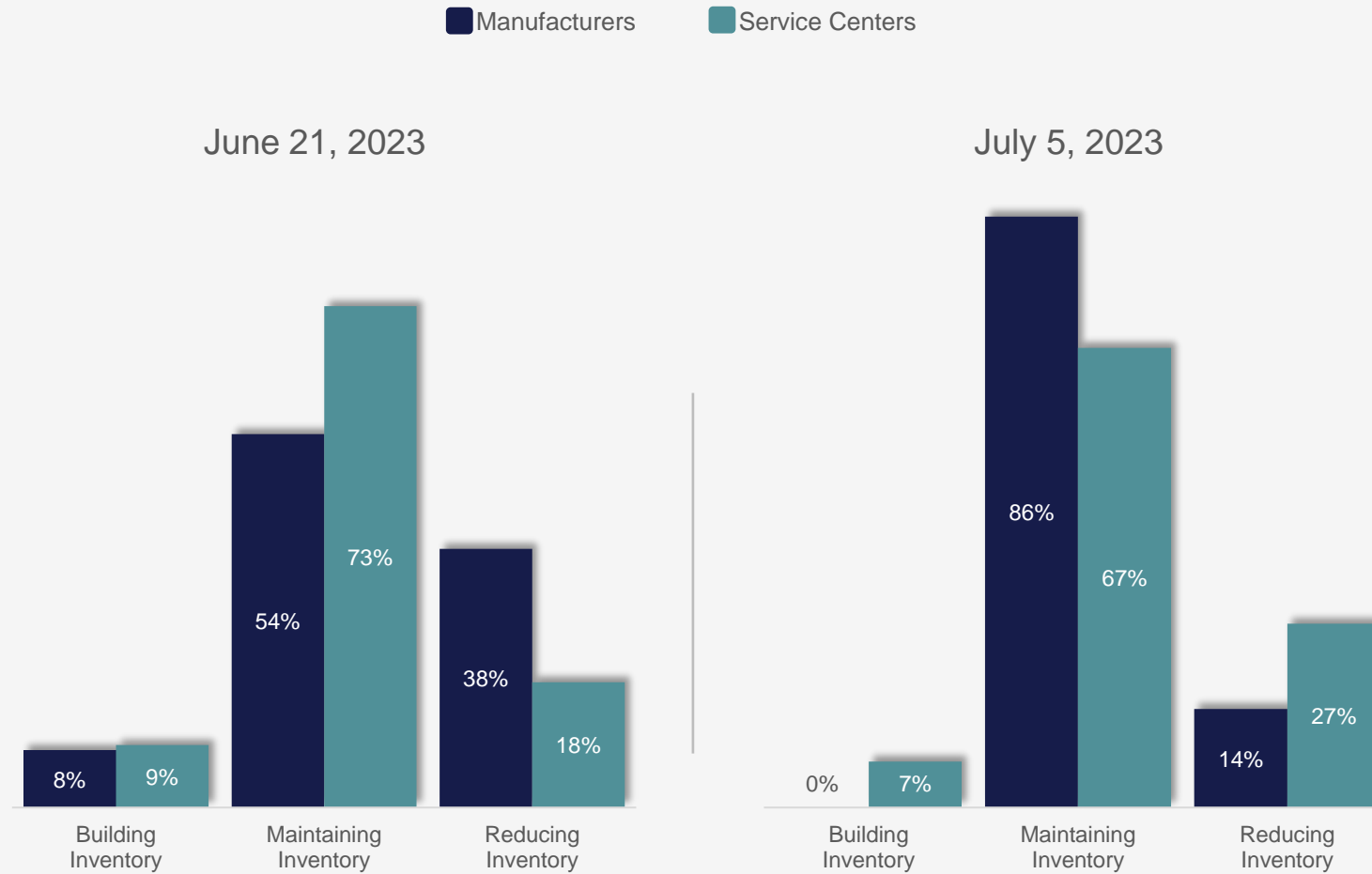
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Increase substantially
  Increase marginally
  Remain the same
  Decline marginally
  Decline substantially

out of 100%



# Manufacturer and Service Center Inventory Buying Patterns



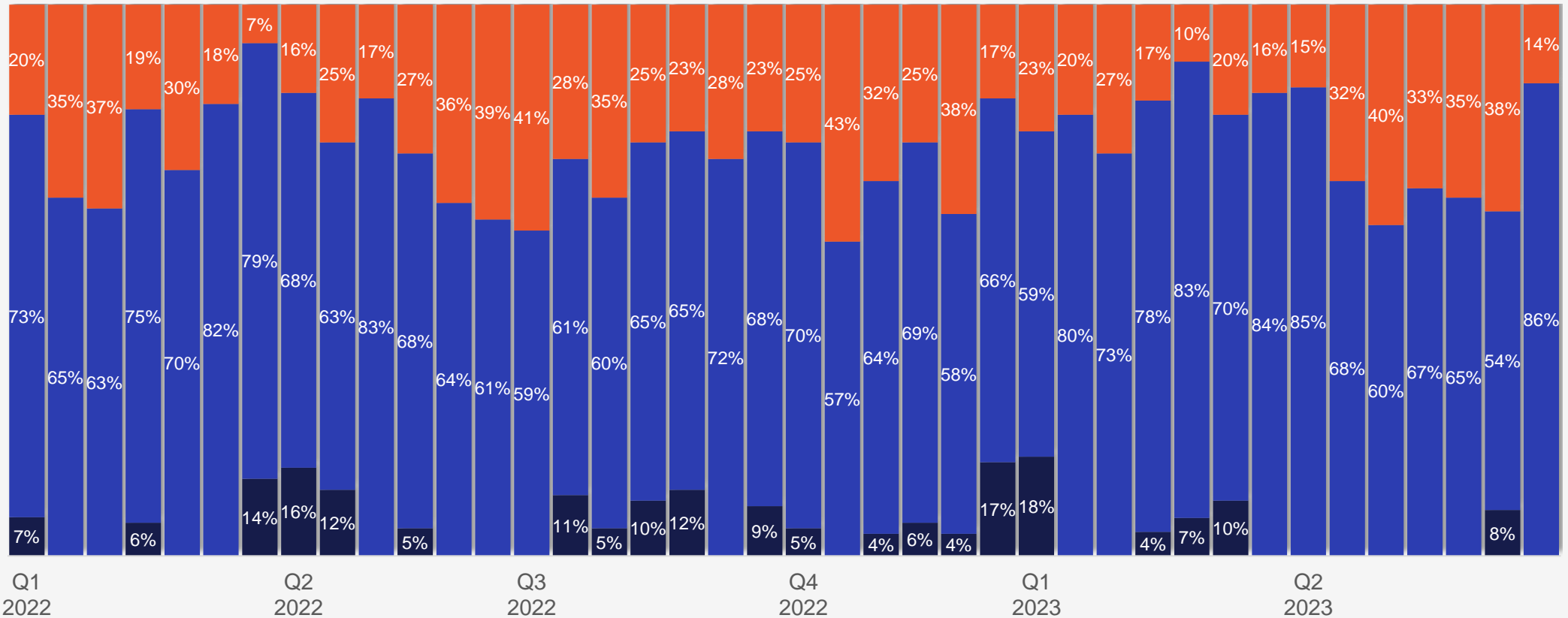
# Manufacturer Inventory Buying History

## Manufacturers

Is your company building, reducing, or maintaining its flat-rolled steel inventory?

■ Building inventory    
 ■ Maintaining inventory    
 ■ Reducing inventory

out of 100%





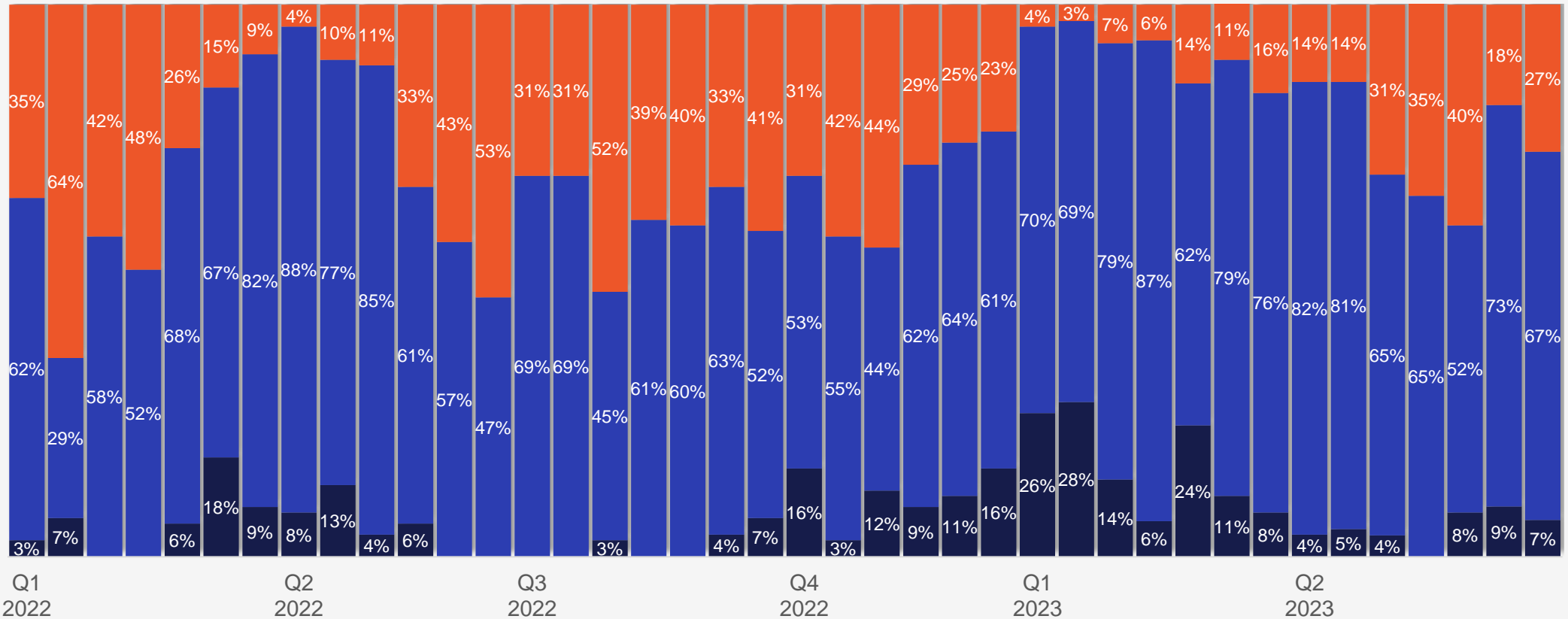
# Service Center Inventory Buying History

## Service Centers

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■ Building inventory    
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out of 100%



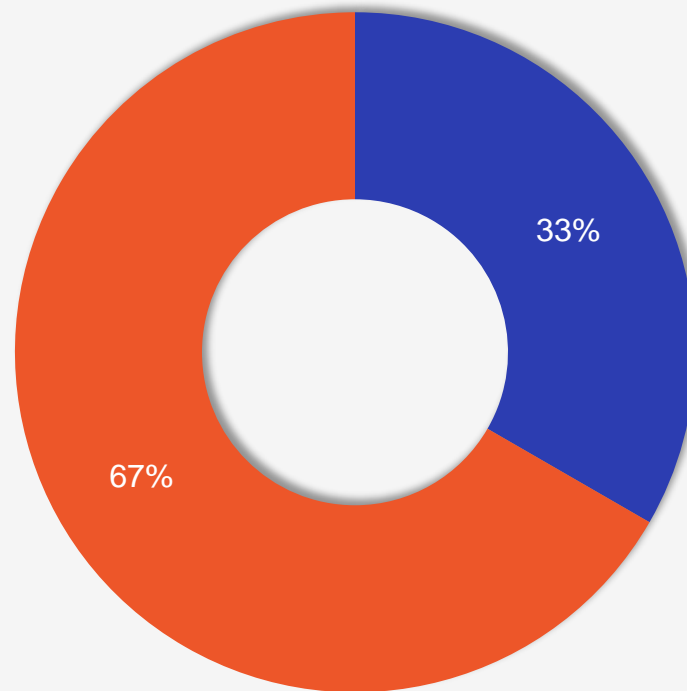
# Manufacturers' View of Service Center Selling Prices

## Manufacturers

Which comment do you feel is representative of service center pricing right now compared to two weeks ago?

- We see prices increasing from our service centers    We see stable prices from our service centers    We see prices decreasing from our service centers

July 5, 2023



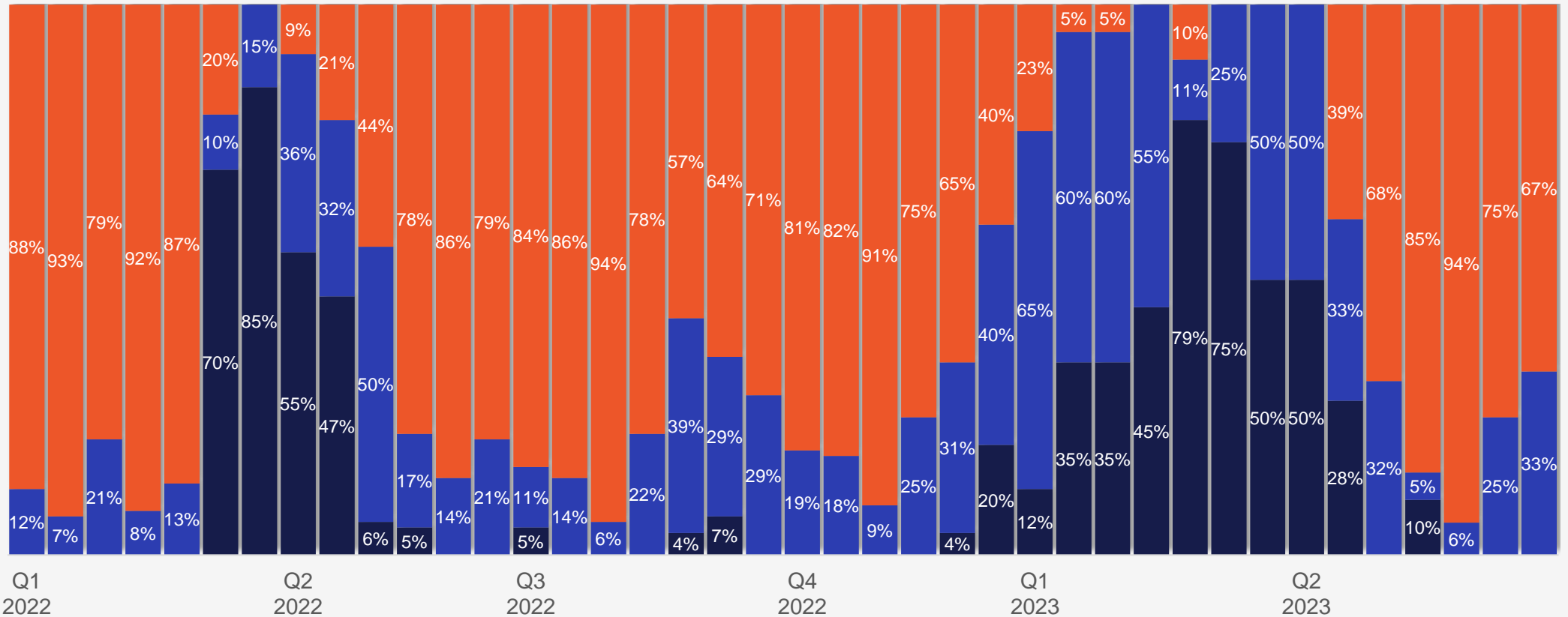
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out of 100%



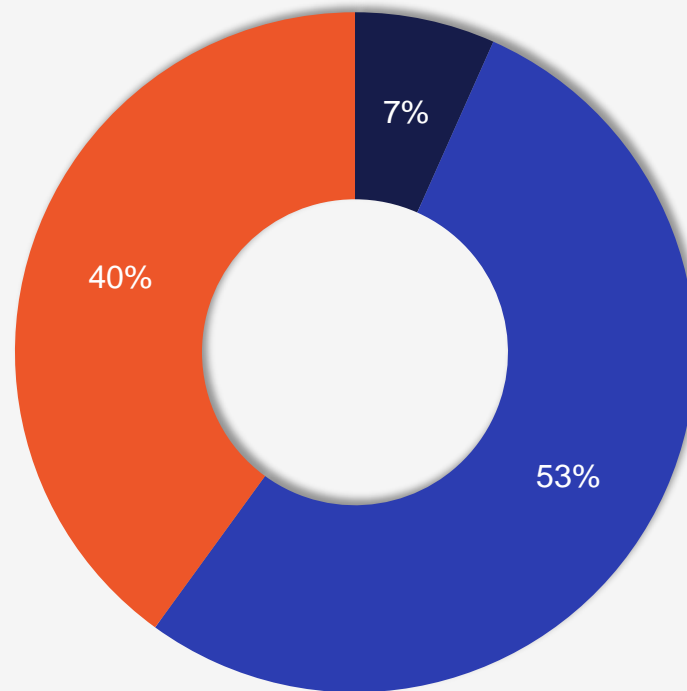
# Service Center View of Selling Prices

## Service Centers

Compared to two weeks ago, how is your company handling spot pricing to your customers?

■ We are raising prices   ■ We are keeping prices the same   ■ We are lowering prices

July 5, 2023



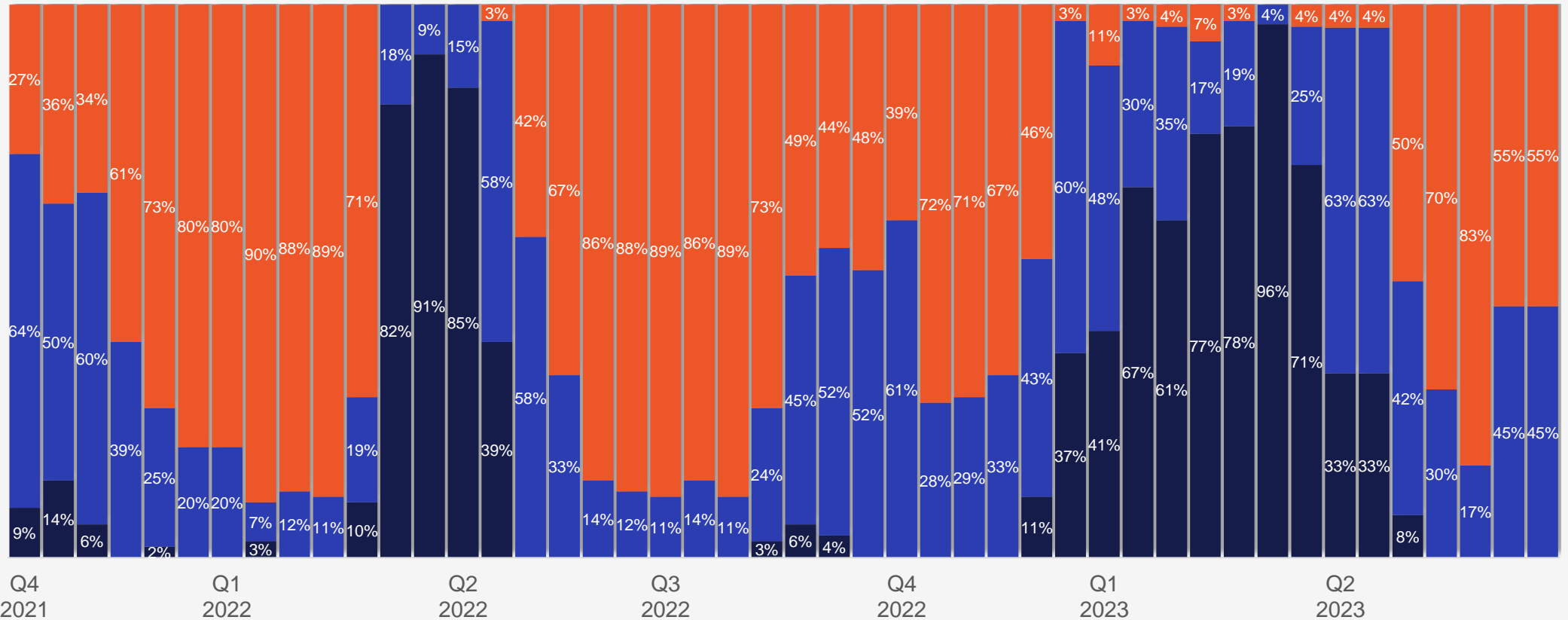
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out of 100%



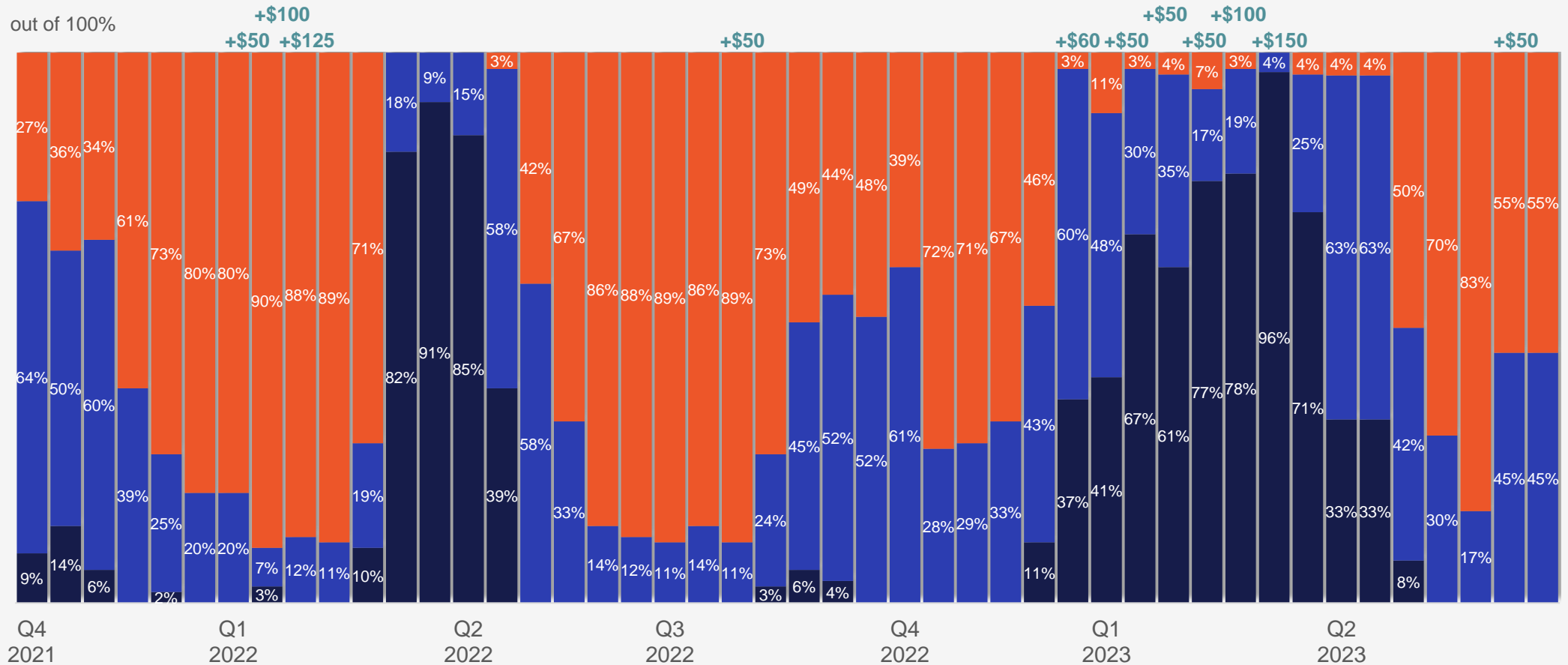
# Service Center View of Selling Prices

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Historical Nucor flat rolled price increase announcements out of 100%

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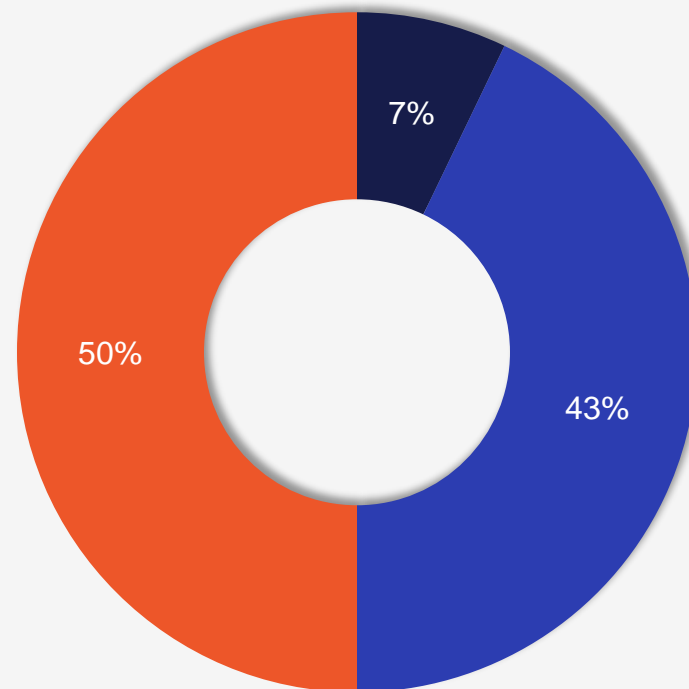
# Service Centers on Manufacturer Orders

## Service Centers

Are your manufacturing customers increasing orders, keeping them the same or reducing orders?

■ Our mfg. customers are increasing orders   ■ Our mfg. customers are maintaining orders   ■ Our mfg. customers are reducing orders

July 5, 2023



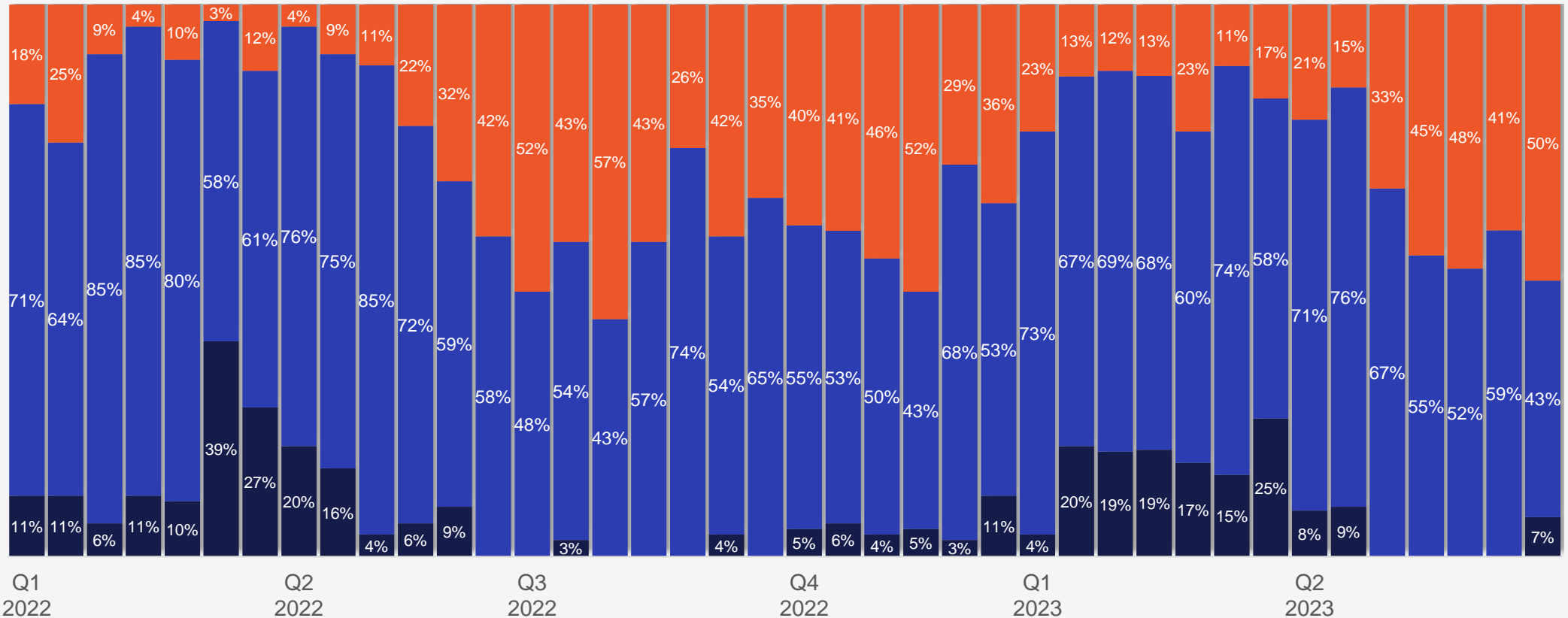
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out of 100%



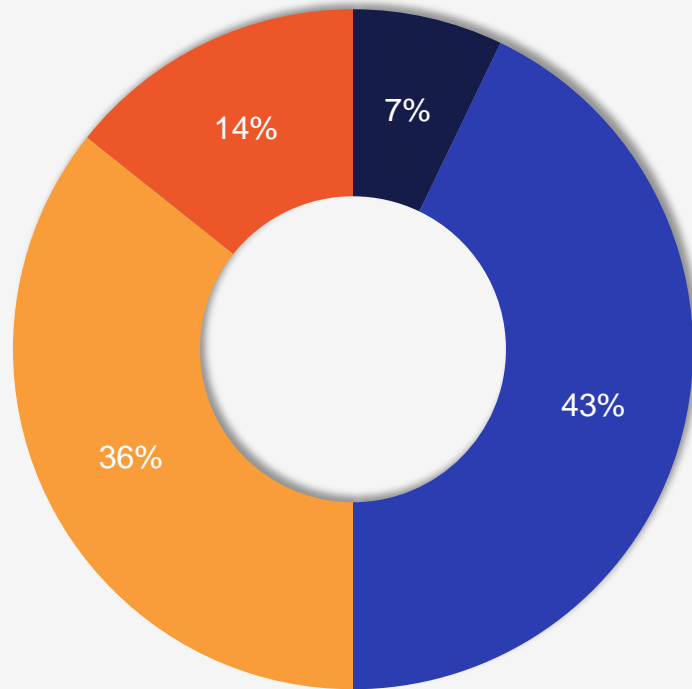


# Mill Lead Times History

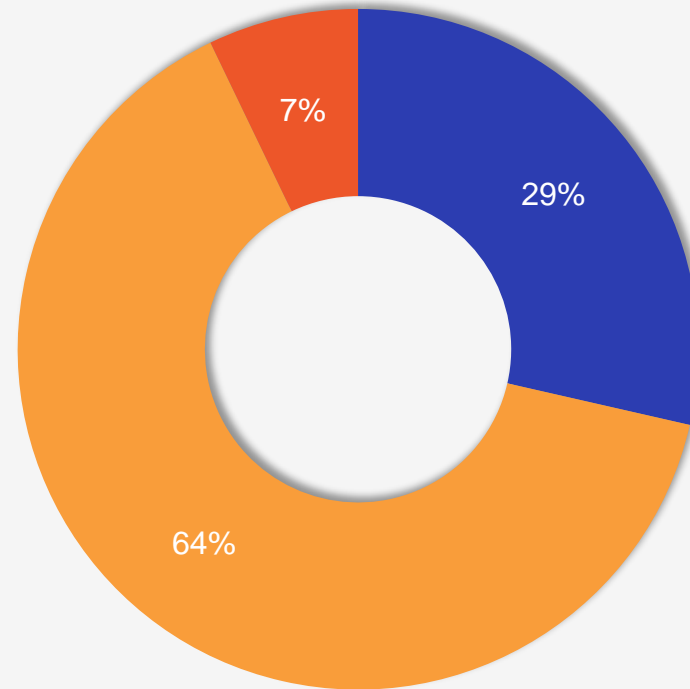
How would you describe domestic mill lead times for new orders placed right now?

■ Extremely short    
 ■ Shorter than normal    
 ■ Normal    
 ■ Slightly longer than normal    
 ■ Highly extended

Manufacturers



Service Centers



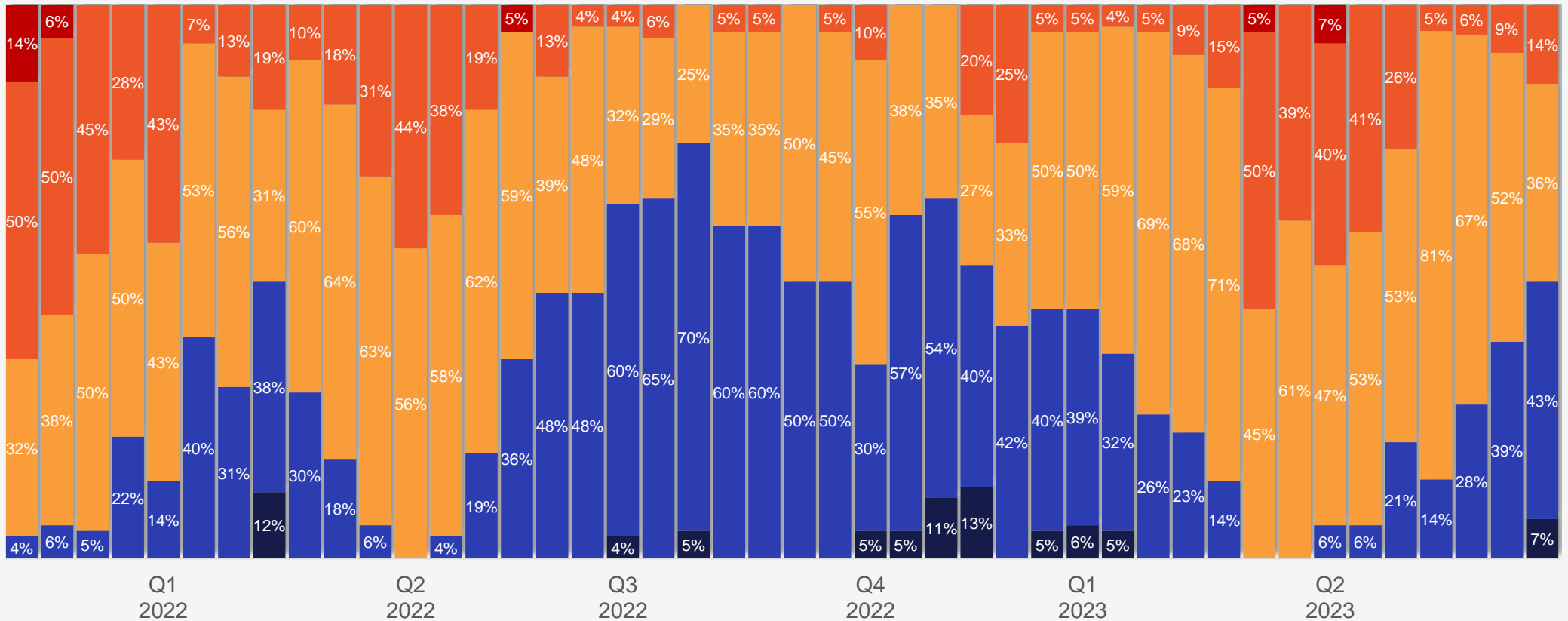
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## Manufacturers

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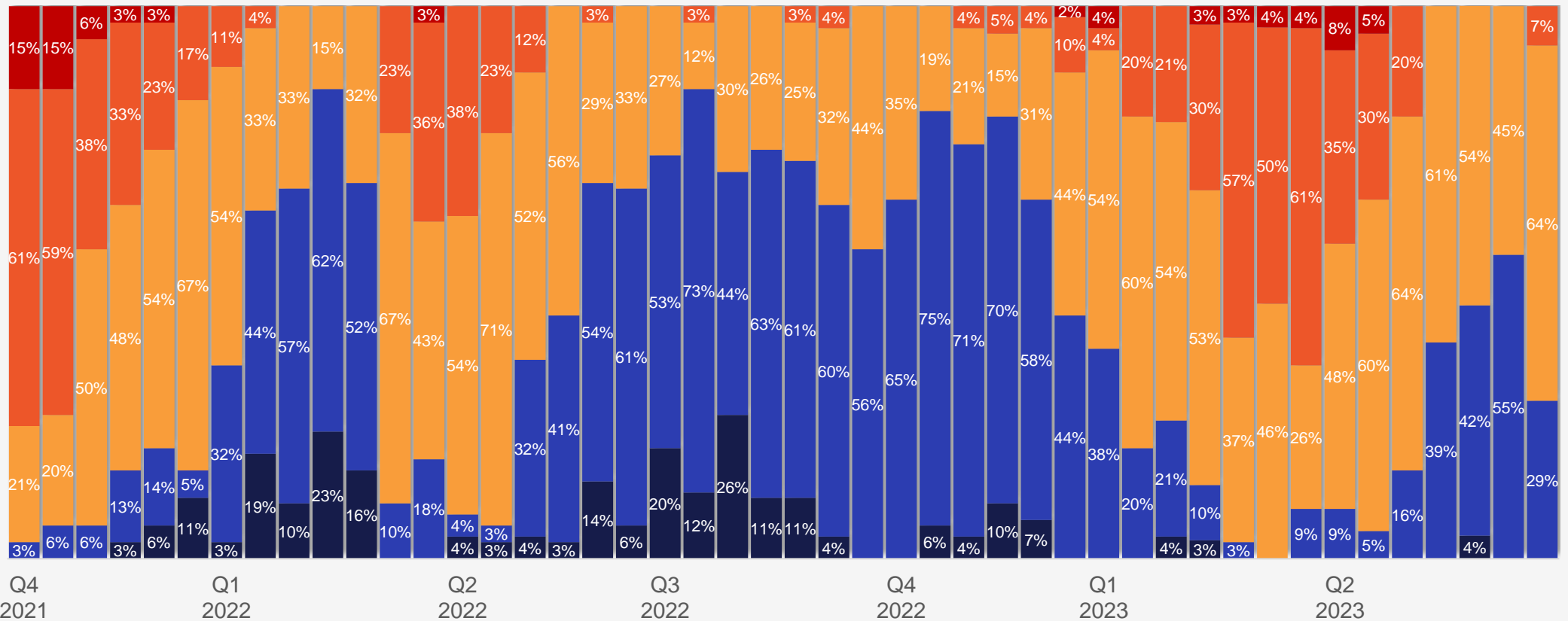
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out of 100%

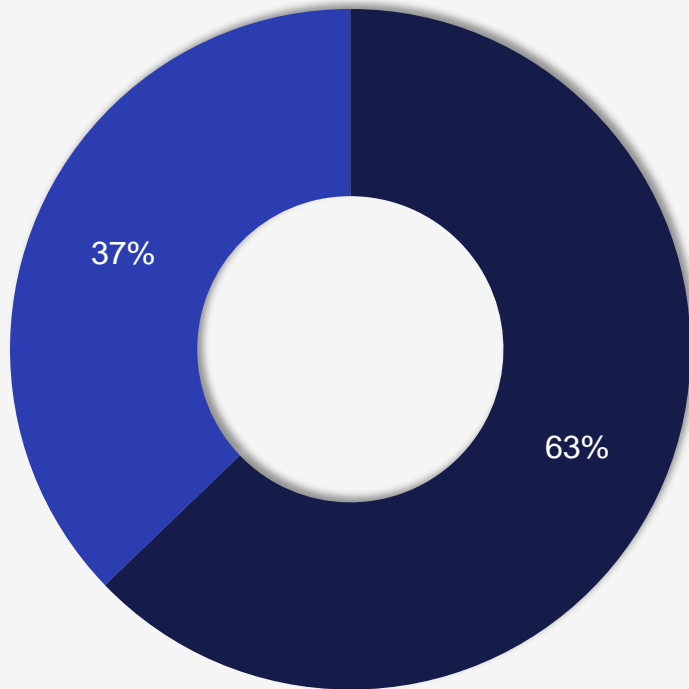


# Foreign Steel Purchases

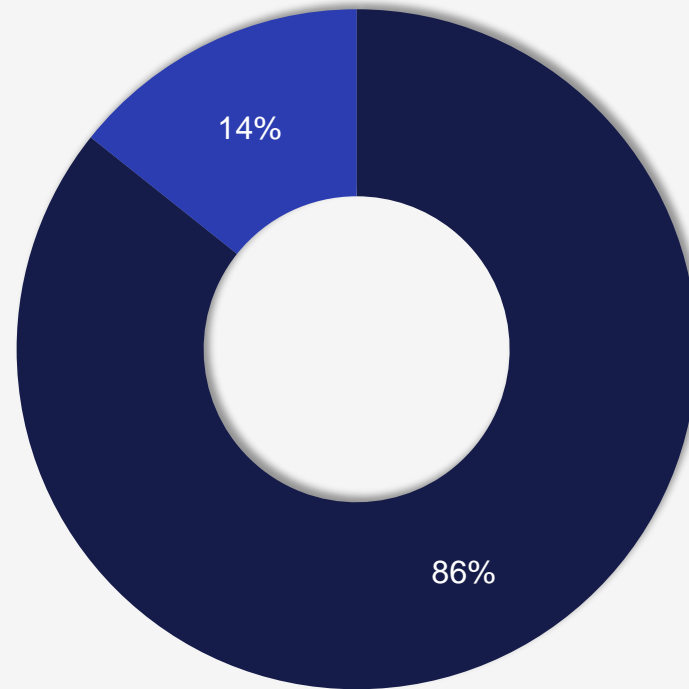
Does your company buy foreign (offshore) steel?

■ Yes
 ■ No

Manufacturers



Service Centers

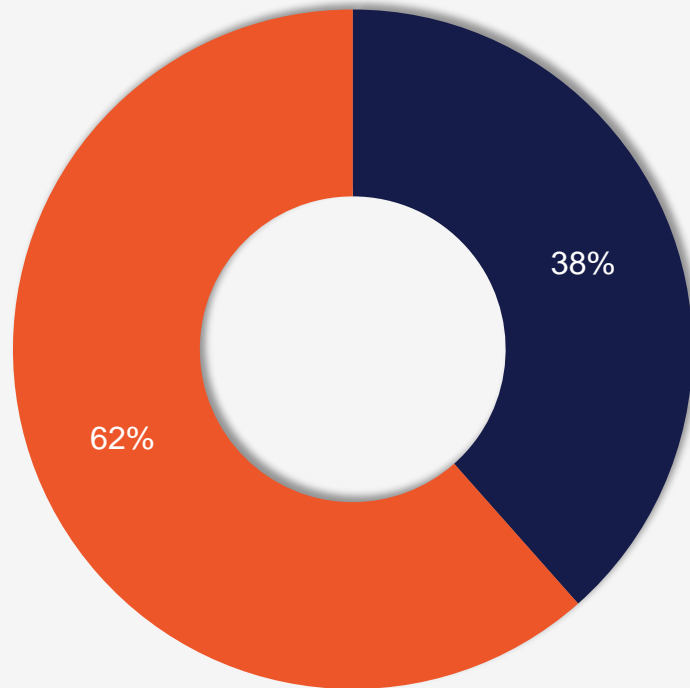


# New Foreign Steel Orders

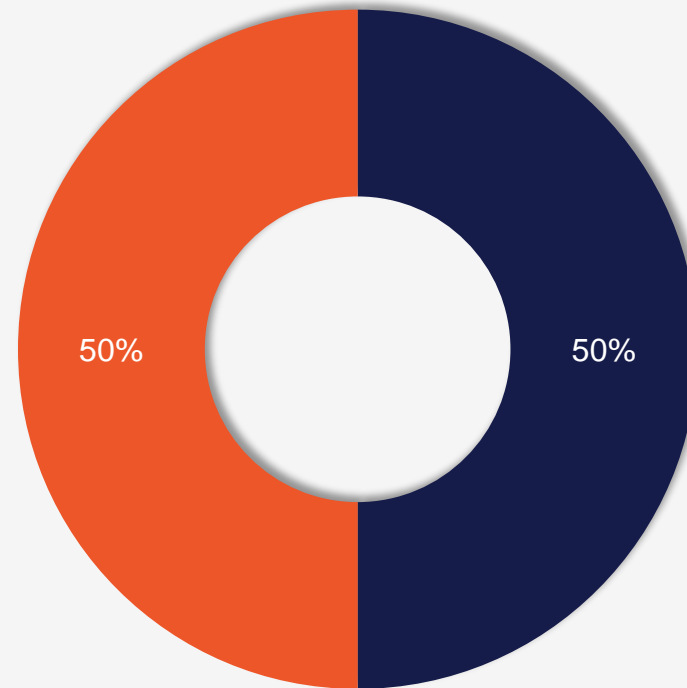
Are you buying new orders of foreign steel for future delivery?

■ Yes
 ■ No

Manufacturers



Service Centers

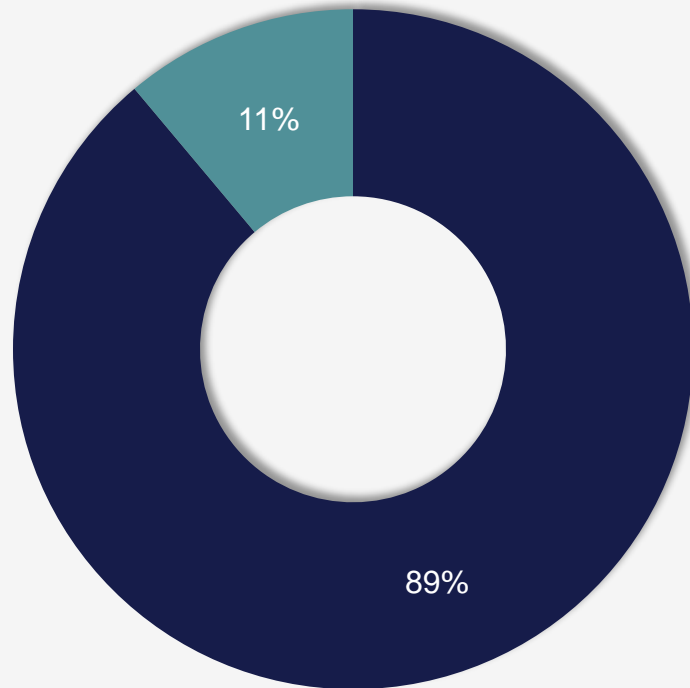


# Foreign Steel Competitiveness

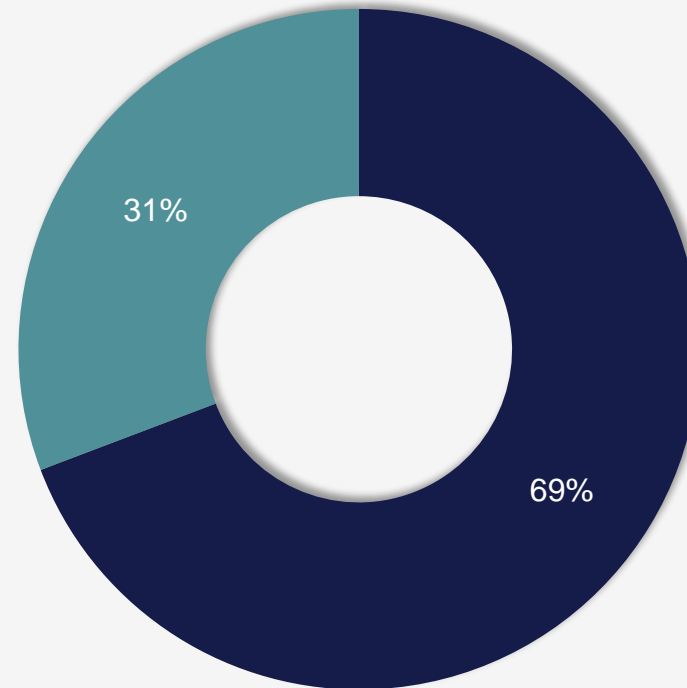
Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

■ Yes ■ No

Manufacturers



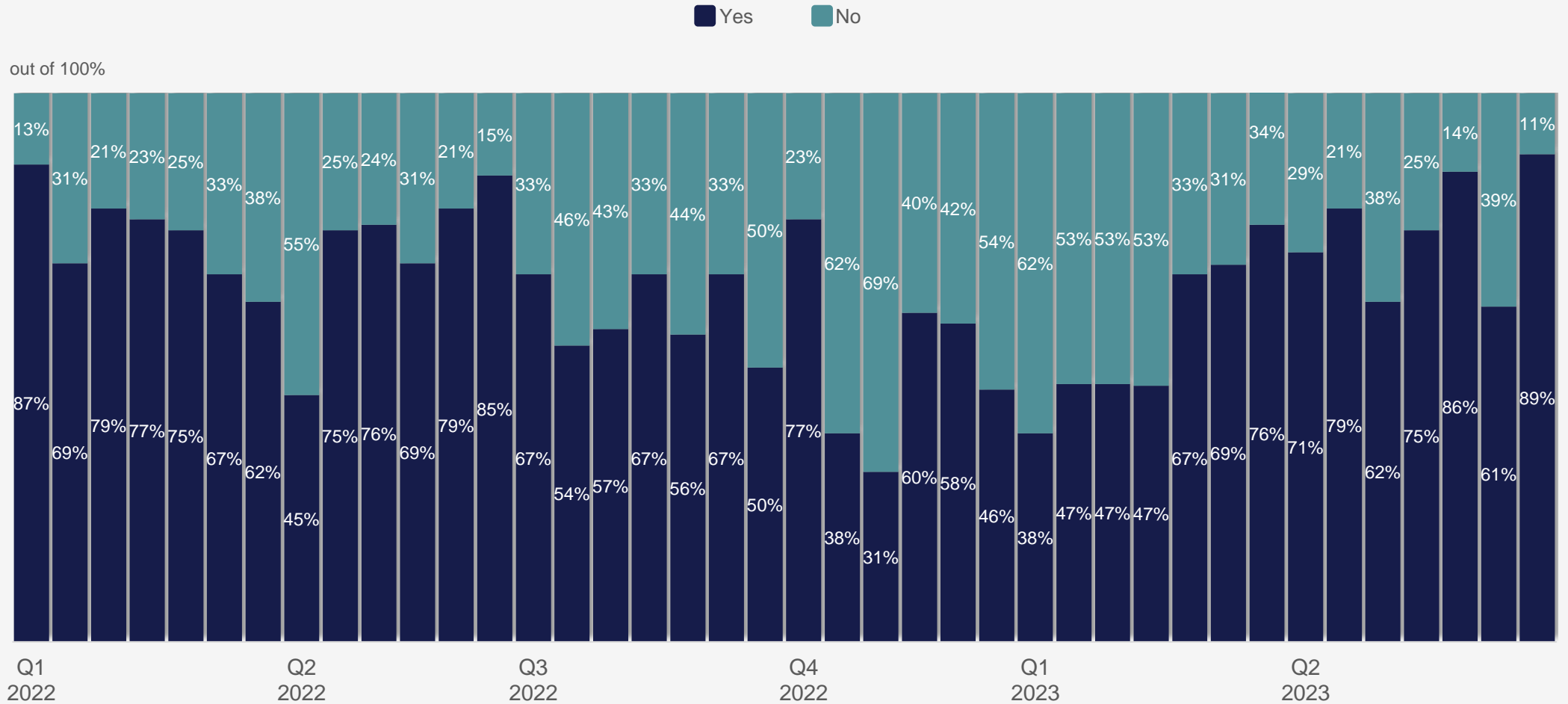
Service Centers



# Foreign Steel Competitiveness History

## Manufacturers

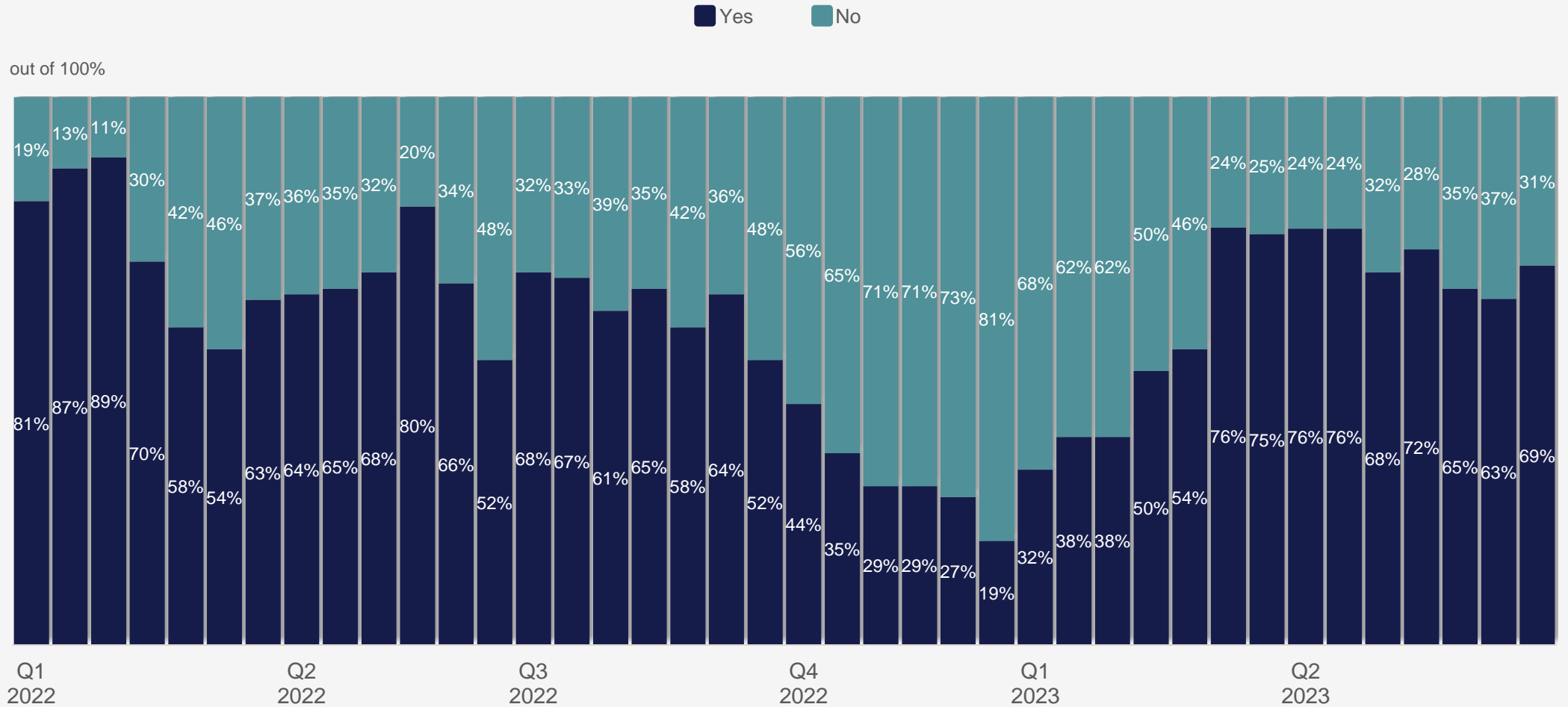
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# Foreign Steel Competitiveness History

## Service Centers

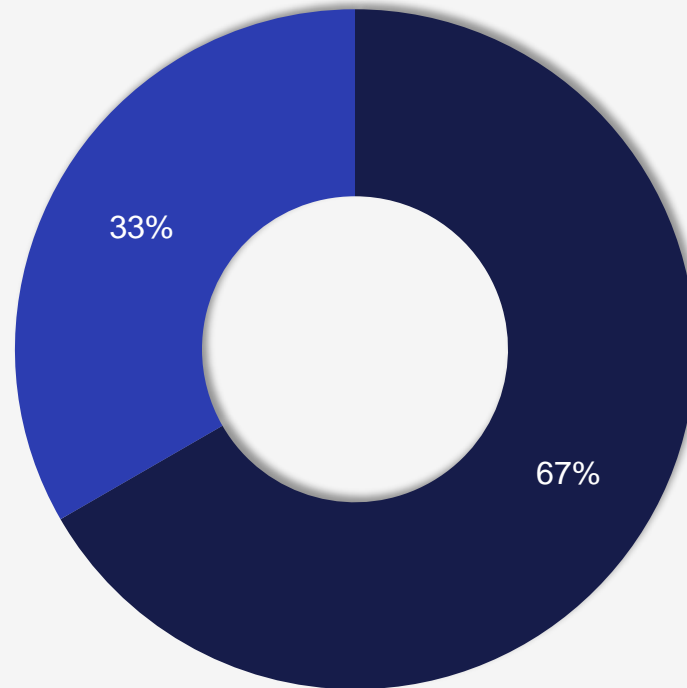
Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?





The current order book at your mill is better or worse than last month?\*

■ Better   ■ Same   ■ Worse

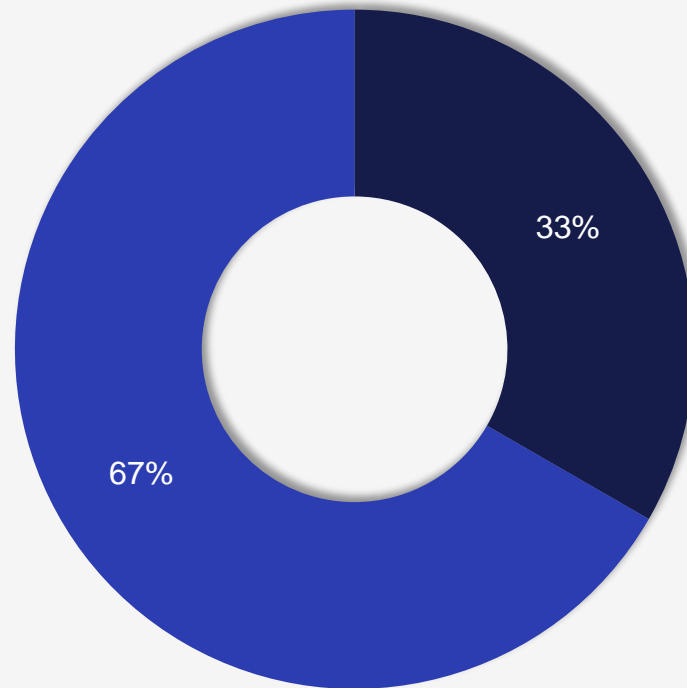


\*Limited number of responses to this question

# Trading Companies

Are you seeing an increase or decrease in orders from your North American buyers?\*

■ Increase   ■ Decrease

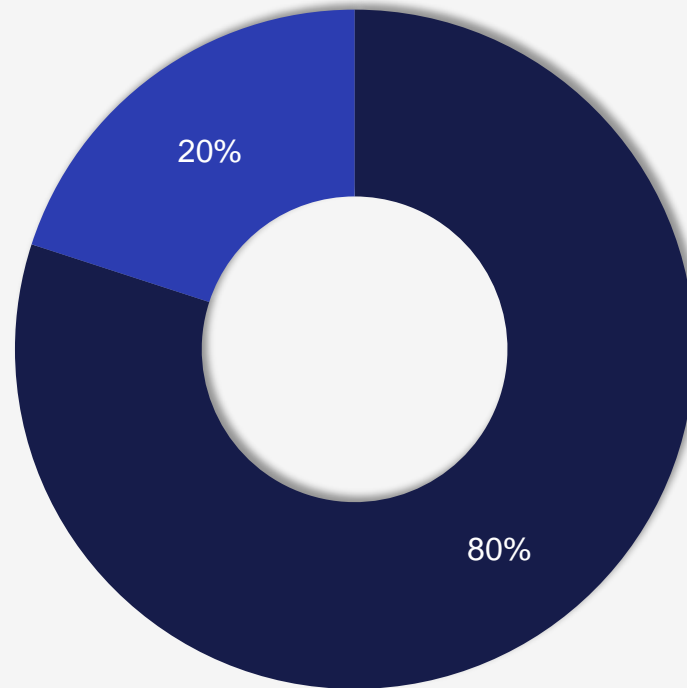


\*Limited number of responses to this question

# Trading Companies

Are foreign products attractive to US buyers?\*

■ Yes   ■ No



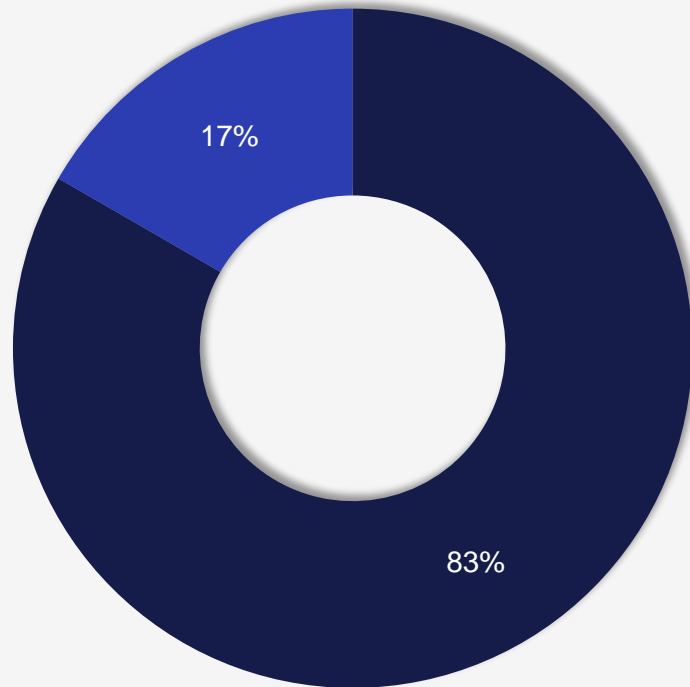
\*Limited number of responses to this question

# Trading Companies on Hot Rolled and Cold Rolled

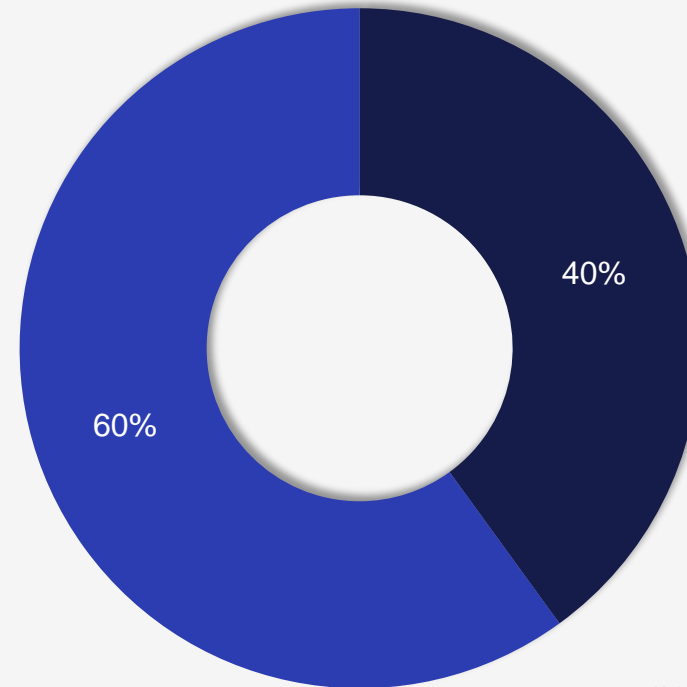
Are you able to offer pricing that attracts buyers right now?\*

■ Yes   ■ No

Hot-rolled coil



Cold-rolled coil

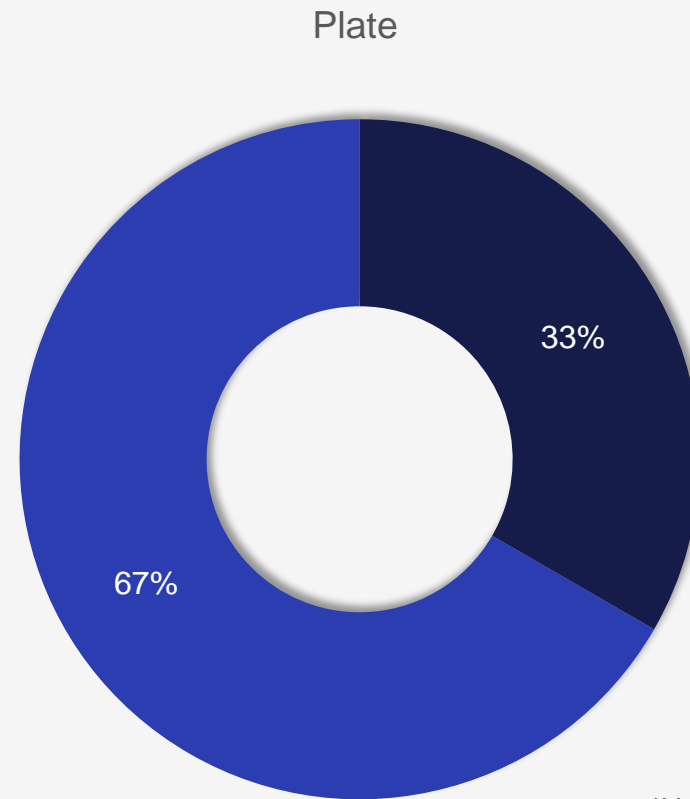
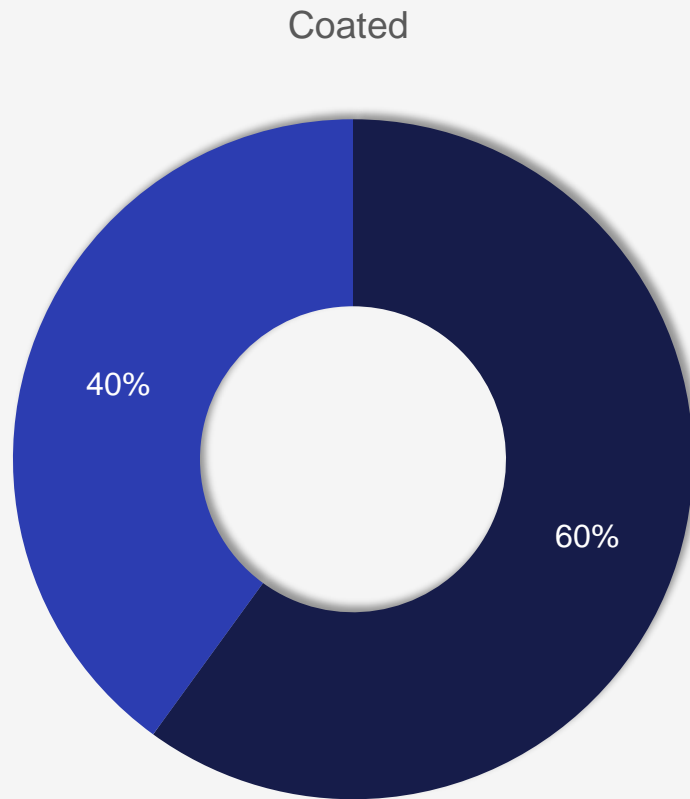


\*Limited number of responses to this question

# Trading Companies on Coated and Plate

Are you able to offer pricing that attracts buyers right now?\*

■ Yes
 ■ No

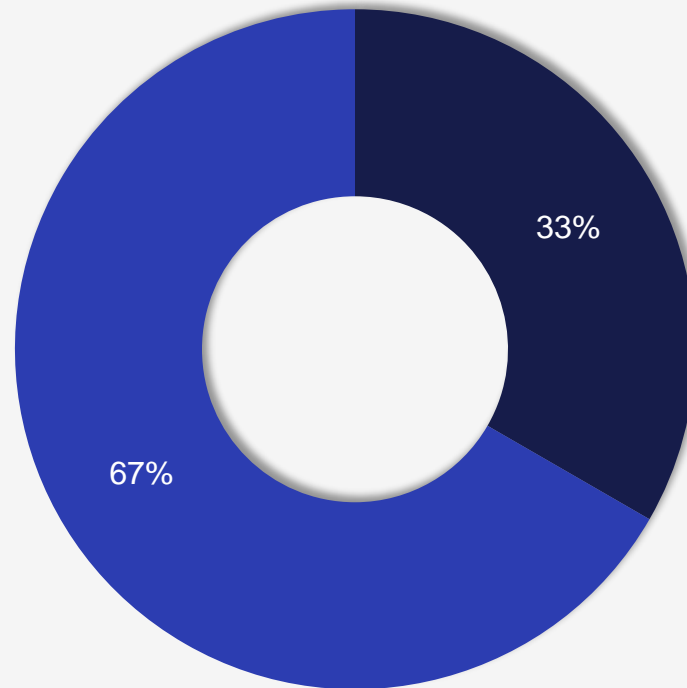


\*Limited number of responses to this question

# Steel Industry Suppliers

Has your business seen a change in demand this month compared to last month?\*

■ Yes, increase in demand   ■ No, steady demand   ■ Yes, decline in demand

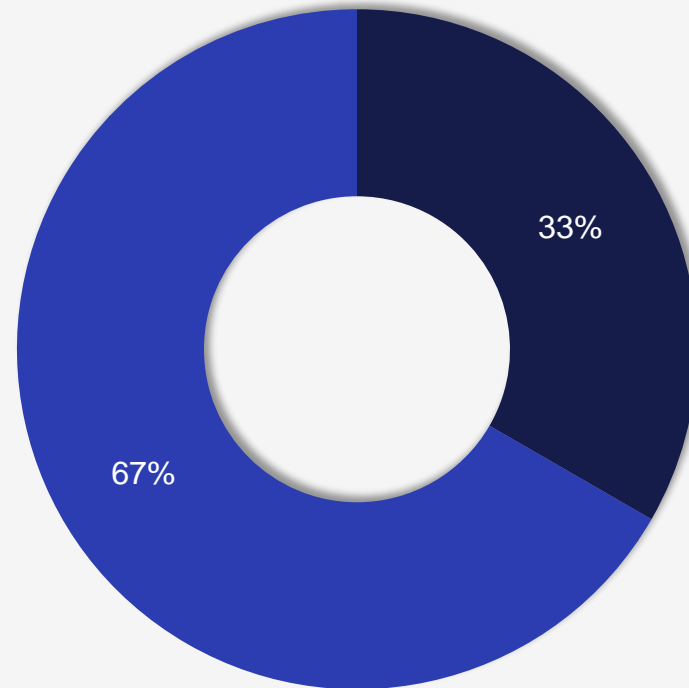


\*Limited number of responses to this question

# Steel Industry Suppliers

Will business levels be better, worse, or stable in the next 3-6 months?\*

■ Better   ■ Same   ■ Worse

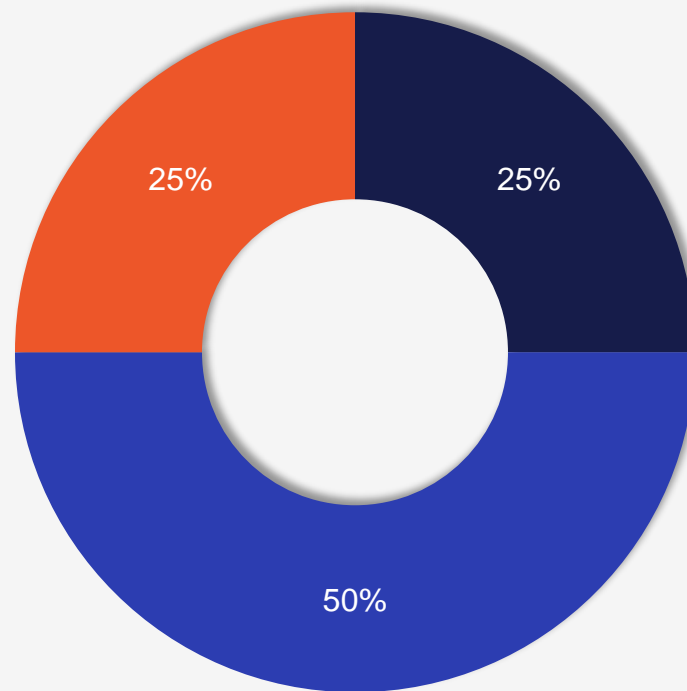


\*Limited number of responses to this question

# Steel Processors

Are business levels better, worse, or the same compared to last month?\*

■ Better   ■ Same   ■ Worse



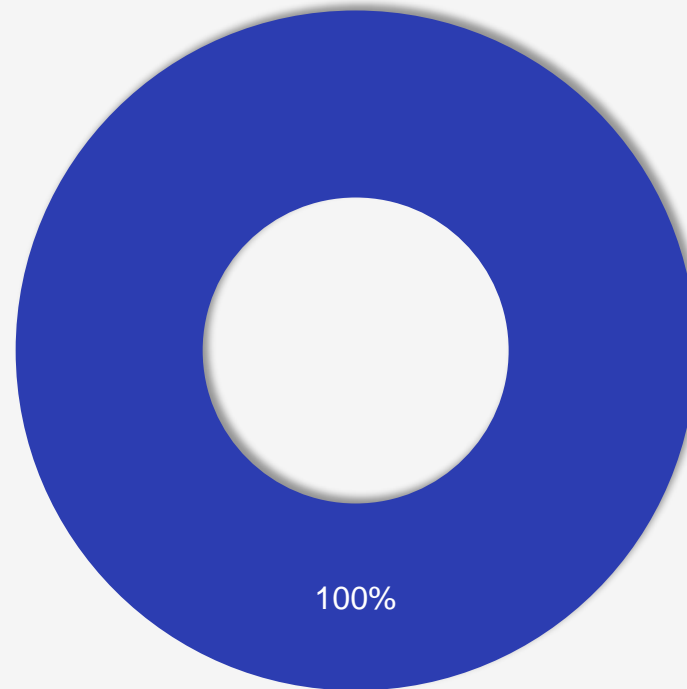
\*Limited number of responses to this question



# Steel Processors

Will business levels be better, worse, or stable in the next 3-6 months?\*

■ Better   ■ Same   ■ Worse



\*Limited number of responses to this question



## Questions?

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If you have any questions regarding the information presented here, please contact us at [info@steelmarketupdate.com](mailto:info@steelmarketupdate.com).

We always appreciate referrals. Tell your friends, suppliers, and customers to sign up for a free trial.

Contact Lindsey Fox at [lindsey@steelmarketupdate.com](mailto:lindsey@steelmarketupdate.com) or (724) 313-7748.

**When you need answers...**  
**[www.steelmarketupdate.com](http://www.steelmarketupdate.com)**

**Look for our next survey on July 21, 2023**

If you would like to participate in our survey, please contact [david@steelmarketupdate.com](mailto:david@steelmarketupdate.com)

